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Development Management
Camden Town Hall Extension
Argyle Street
London WC1H 8EQ

Application for consent to display an advertisement(s).

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Publication of applications on planning authority websites.

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

1. Site Address

Number	<input type="text"/>
Suffix	<input type="text"/>
Property name	<input type="text" value="Royal Free Hospital"/>
Address line 1	<input type="text" value="Pond Street"/>
Address line 2	<input type="text"/>
Address line 3	<input type="text"/>
Town/city	<input type="text" value="London"/>
Postcode	<input type="text" value="NW3 2QG"/>
Description of site location must be completed if postcode is not known:	
Easting (x)	<input type="text" value="527297"/>
Northing (y)	<input type="text" value="185410"/>
Description	<input type="text"/>

2. Applicant Details

Title	<input type="text" value="."/>
First name	<input type="text" value="."/>
Surname	<input type="text" value="."/>
Company name	<input type="text" value="Royal Free London NHS Foundation Trust"/>
Address line 1	<input type="text" value="c/o Agent"/>
Address line 2	<input type="text" value="."/>
Address line 3	<input type="text" value="."/>
Town/city	<input type="text" value="."/>

2. Applicant Details

Country

.

Postcode

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Primary number

Secondary number

Fax number

Email address

3. Agent Details

Title

Mr

First name

David

Surname

Whittington

Company name

Savills

Address line 1

33 Margaret Street

Address line 2

Address line 3

Town/city

London

Country

Postcode

W1G 0JD

Primary number

Secondary number

Fax number

Email

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

“ The erection of 2x car parking information and direction signs (non-illuminated) with integral LED car space number display. 1x sign to replace existing entrance sign adjacent to main hospital vehicle entrance in Pond Street. 1x sign to re-instate formally existing sign at junction to Rowland Hill and Haverstock Hill.

Please select the type(s) of advertising you are proposing:

☐ Fascia sign(s)

☐ Projecting or hanging sign(s)

☐ Hoarding(s)

☒ Other type(s)

Other type(s): Please add details of each proposed advertisement

Other type(s): 1

4. Type of Proposed Advertisement(s)

What is the height from the ground to the base of the advertisement?	2.81 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.81 x Width: 0 x Depth: 2 metre(s)
What materials will the sign be made of? painted metal sheet	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background White background, blue letters, red letters	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	3.8 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 3.8 x Width: 2 x Depth: 0 metre(s)
What materials will the sign be made of? painted metal sheet	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background white background, blue letters, black letters	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Please describe each of the 'Other type(s)' of advertising proposed

Free Standing sign at main hospital entrance on Pond Street
Free Standing sign at junction of Rowland Street and Haverstock Hill

5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place? ☐ Yes ☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal? ☒ Yes ☐ No ☐ Not Applicable

If Yes to either or both the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

Please see details within covering letter and location plans relating to replacement of existing signage at main Pond Street entrance

Please see details within covering letter and location plans relating to re-instatement of previously existing signage (removed during construction) at junction of Rowland Hill and Haverstock Hill

5. Location of Advertisement(s)

Will the proposed advertisement(s) project over a footpath or other public highway?

☐ Yes ☒ No

6. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From

23/07/2021

To

23/07/2050

7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☐ Yes ☒ No

8. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

☒ Yes ☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- ☒ The agent
☐ The applicant
☐ Other person

9. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☒ Yes ☐ No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

mr

First name

Surname

Reference

Date (Must be pre-application submission)

01/04/2021

Details of the pre-application advice received

Officer advised the submission of an application for advertisement consent.

10. Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes ☐ No

11. Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
(b) an elected member
(c) related to a member of staff
(d) related to an elected member

11. Authority Employee/Member

It is an important principle of decision-making that the process is open and transparent.

☐ Yes ☒ No

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

12. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them. ☒

Date (cannot be pre-application)

23/07/2021