

Application ref: 2021/3589/A  
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**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
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London  
WC1H 9JE

Phone: 020 7974 4444

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Savills  
33 Margaret Street  
London  
W1G 0JD

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**Royal Free Hospital**  
**Pond Street**  
**London**  
**NW3 2QG**

Proposal:

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 to front Haverstock Hill.

Drawing Nos: Site location Plan; VSM1 Sign details dated 08/07/2021; VMS2 Sign Details dated 08/07/2021; VSM1 location; VSM2 updated plan;

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to

- (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
- (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

#### Informative(s):

- 1 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 2 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to

Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

3 Reasons for granting consent:

Two signs are proposed for car parking information one to front Pond Street and the other to front Haverstock Hill. The signs are part of the Site Parking Management plan and will display the capacity and space availability. The proposed signs are considered to be acceptable in terms of its size, design, materials, location, luminance levels and methods of illumination. The only element of illumination would be the LED numbers displaying the car parking spaces. Both signs will be located within the hospital grounds and would not interfere with the public highway. Transport Officers have assessed the information and whilst they requested clarification on the precise location of the sign which fronts Haverstock Hill to ensure it would not interfere with planned road changes, they have no objection to the two signs.

Significantly, the proposed signage would be modest in size and would not dominate nor harm the wider conservation area. Nor would it be harmful to pedestrians or vehicular safety in accordance with Camden Planning Guidance, or have any adverse impact on neighbouring amenity.

Overall therefore, the proposal is considered to preserve the character and appearance of the host building and wider streetscene, and is acceptable.

The site's planning and appeals history has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies A1, D1 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2021.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



Daniel Pope  
Chief Planning Officer