

20 December 2023

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**BDP.**

Dear Sir/Madam,

**INSTALLATION OF FIXED EXTERNAL SIGNAGE TO SUPPORT TEMPORARY RELOCATION OF MAIN ENTRANCE DURING CONSTRUCTION OF THE CHILDREN'S CANCER CENTRE AT GREAT ORMOND STREET CHILDREN'S HOSPITAL, GREAT ORMOND STREET, LONDON, WC1N 3JH**

BDP, on behalf of Great Ormond Street Hospital for Children NHS Trust (GOSH), is pleased to submit the enclosed application for advertisement consent for the installation of fixed external signage to support the temporary relocation of the patients, family and visitors entrance to the hospital during construction of the Children's Cancer Centre.

The construction of a new Children's Cancer Centre at GOSH was granted planning approval in 2022 (2022/2255/P), and construction will be ongoing throughout 2024–2028. In order to enable ongoing operation of the hospital during this period, the Trust will enable patients, families and other visitors to use existing staff access at Princess Royal Nurses Home (Entrance A) and at Morgan Stanley Clinical Building (Entrance B), supported by the provision of appropriate wayfinding. The installation of additional signage will ensure that the hospital remains accessible and functional for visitors, and is required until 30 June 2028 in line with anticipated timescales for construction, plus clinical and operational commissioning, of the new Cancer Centre.

New signage is proposed in six locations as demonstrated in the accompanying report prepared by GOSH.

- Wall of Queen Square House, Queen Anne's Walk
- Wall of Queen Square House, Guilford Street
- Entrance of Princess Royal Nurses Home, Guilford Street
- Entrance of Morgan Stanley Clinical Building, Guilford Street
- Entrance of Morgan Stanley Clinical Building, Guilford Street
- Wall of Institute of Child Health, Guilford Street

**Town Planning Considerations**

Design and heritage

As per Camden's Planning Guidance on Advertisements (2018) and Camden Local Plan Policy D4: Advertisements, the design of advertisements in sensitive and historic areas must seek to preserve or enhance the character of their setting and host building.

The GOSH campus is located within the Bloomsbury Conservation Area. The proposed signage which fronts onto Guilford Street and Queen Anne's Walk is located within the setting of a series of Grade II-listed buildings along Guilford Street (Numbers 70, 71 and 72 And Attached Railings; Numbers 75 to 82 And Attached Railings; Numbers 89 to 92 And Attached Railings), Lansdowne Terrace (Numbers 1 – 4 And Attached Railings), as well other Grade II-listed features at Guilford Place (Drinking Fountain and Ladies and Gentlemen's Public Conveniences). GOSH is also

located adjacent Coram's Fields, with Meckleburgh and Brunswick Squares, as listed by Historic England as a Grade II Park and Garden.

With this heritage context in mind, the proposed signage is considered to be of an appropriate form, fabric, design, and scale for its location and purpose, and is in keeping with existing signage on the GOSH campus and along Guilford Street, as shown by the visuals provided in the accompanying design report. It is therefore considered to be fully compliant with the relevant policy and guidance. The proposed signage is also noted to give rise to the public benefit of improved wayfinding and legibility at GOSH during construction of the Children's Cancer Centre.

#### Public safety and amenity

The proposed signage is intended for the benefit of wayfinding and legibility and does not incorporate any internal or external illumination. The placement of the signage is in keeping with the wider street scene and is not considered to cause distraction to road users or pedestrians nor interfere with the safe use or operations of any form of traffic or transport. As a result, the proposed signage is not considered to materially impact on public safety.

The proposals will contribute positively to wayfinding and legibility around the GOSH site, and improve access to medical facilities, leading to a safer, more legible street scene during construction of the Children's Cancer Centre.

#### **Application Scope**

This application consists of:

- This covering letter;
- Application form;
- Site location plan (Site2-[X]-P00);
- Existing and proposed elevations;
  - SiteZ-X-P01\_Existing – Guilford Street Elevation – ICH
  - SiteZ-X-P01\_Proposed – Guilford Street Elevation – ICH
  - SiteZ-X-P02\_Existing – Guilford Street Elevation – MSCB
  - SiteZ-X-P02\_Proposed – Guilford Street Elevation – MSCB
  - SiteZ-X-P03\_Existing – Guilford Street Elevation – The Nurses Home
  - SiteZ-X-P03\_Proposed – Guilford Street Elevation – The Nurses Home
  - SiteZ-X-P04\_Existing – Guilford Street Elevation – QSH North
  - SiteZ-X-P04\_Proposed – Guilford Street Elevation – QSH North
  - SiteZ-X-P05\_Existing – Guilford Street Elevation – QSH West
  - SiteZ-X-P05\_Proposed – Guilford Street Elevation – QSH West
- Design report prepared by GOSH, dated 19 December 2023
- Planning application fee of £642, paid online via the planning portal (PP-12669913)

I trust that you have the requisite information to validate the application and look forward to discussing matters with you further.

Yours faithfully



**Kit Miller**  
Assistant Town Planner

**BDP**  
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