

Application ref: 2023/5455/A  
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Date: 22 January 2024

**Development Management**  
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BDP  
16 Brewhouse Yard  
Clerkenwell  
EC1V 4LJ  
United Kingdom

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**Great Ormond Street Childrens Hospital**  
**Great Ormond Street**  
**London**  
**Camden**  
**WC1N 3JH**

Proposal:

Temporary installation of 3x wayfinding signs at Queen Square House (Queen Anne's Walk elevation), 2x wayfinding signs at Queen Square House (Guilford Street elevation), 2x entrance signs at the entrance to the Princess Royal Nurses Home (Guilford Street elevation), 1x logo sign, 2x entrance signs, and 1x banner sign at Entrance of Morgan Stanley Clinical Building (Guilford Street elevation), and 2x wayfinding signs at the Institute of Child Health (Guilford Street elevation) until 30/06/2028.

Drawing Nos: Covering Letter dated 20 December 2023 prepared by BDP, Site2-[X]-P00, SiteZ-[X]-P01\_Existing, SiteZ-[X]-P02\_Existing, SiteZ-[X]-P03\_Existing, SiteZ-[X]-P04\_Existing, SiteZ-[X]-P05\_Existing, SiteZ-[X]-P01\_Proposed, SiteZ-[X]-P02\_Proposed, SiteZ-[X]-P03\_Proposed, SiteZ-[X]-P04\_Proposed, SiteZ-[X]-P05\_Proposed.

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.

- 6 The advertisements hereby permitted shall be displayed for a temporary period only and shall be removed on or prior to the 30th of June 2028.

Reason: This type of advert is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policy D4 of the Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting permission:

The proposal consists of the following:

- 3x wayfinding signs at Queen Square House (Queen Anne's Walk elevation)

measuring W900mm x H750mm x D50mm, W900mm x H500mm x D50mm and W900mm x H150mm x D50mm, which will replace an existing single sign.

- 2x wayfinding signs at Queen Square House (Guilford Street elevation) measuring W700mm x H350mm x D50mm and W700mm x H550mm x D50mm.
- 2x entrance signs at the entrance to the Princess Royal Nurses Home (Guilford Street elevation) measuring W900mm x H600mm (each).
- 1x logo sign (W3595mm x H1300mm), 2x entrance signs (W1775mm x H1600mm), and 1x banner sign (W330mm x H2000mm) at Entrance of Morgan Stanley Clinical Building (Guilford Street elevation).
- 2x wayfinding signs at the Institute of Child Health (Guilford Street elevation) measuring W900mm x H400mm x D50mm and W900mm x H750mm x D50mm.

The signs are proposed to be installed for a temporary period only to provide information and wayfinding during construction works related to the Children's Cancer Centre. The signage will be removed on or prior to 30th June 2028 which is when the construction is forecasted to be completed by.

Whilst the National Hospital for Neurology is Grade-II listed, the listing only refers to the single rectangular block of red brick on the north-east side of Queen Square, as defined in the Historic England listing (1245487). This application for advertisement consent only seeks to secure consent for signage on the Guilford Street elevation of Queen Square House which sits adjacent but is not part of the heritage listing. As such, listed building consent is not required and this is also confirmed in previous planning applications for works to the building.

The proposed signs are considered acceptable in terms of their size, number, and position. They would appear as subordinate to the host building, given the size of the adverts and the scale of the building, and would not dominate the elevation. Given the commercial character of the immediate vicinity, the adverts are considered to be acceptable within the streetscene.

The proposal would not impact on amenity in terms of light spill or outlook, nor would it be harmful to either pedestrian or vehicular safety. The proposal therefore raises no public safety concerns. The application site's planning history was taken into account when coming to this decision.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

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:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned in the upper left quadrant of the page. The signature is fluid and cursive.

Daniel Pope  
Chief Planning Officer