

London Borough of Camden
Development Control
Town Hall
Argyle Street
London WC1H 8NH
3 October 2014

Great Ormond Street
London WC1N 3JH

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Dear Sirs

**Application for consent to display an advertisement
Great Ormond Street Hospital – Site Cabins in front of Morgan Stanley Clinical Building**

On behalf of the applicants, Great Ormond Street Hospital for Children NHS Foundation Trust, we are pleased to submit an application for advertisement consent in respect of the proposed installation of a banner to be installed on the scaffold gantry supporting site cabins located in Guilford Street, WC1.

The application for advertisement consent comprises 4No. copies of the following information:-


- Planning application form signed and dated;
- Site location plan;
- Elevation drawing showing position of proposed banner;
- Drawing of proposed banner;
- Photograph showing proposed location of banner.
- Photograph of actual banner in the proposed location

Proposal

It is proposed to install a PVC vinyl banner on the gantry which supports site cabins which are located on Guilford Street outside the Trust's Morgan Stanley Clinical Building (MSCB). The banner will replicate the appearance of the stone-clad north elevation of MSCB and will contain the names of this building which are now obscured by the gantry and site cabins;- 'Morgan Stanley Clinical Building' and 'Mittal Children's Medical Centre.'

Should you wish to discuss this submission, please do not hesitate to contact me.

Yours faithfully



Duncan Winter
Project Manager