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3rd July 2017

Dear Mr. Fowler,

20 GUILDFORD STREET, LONDON, WC1N 1DZ (THE CENTRE FOR RESEARCH INTO RARE DISEASE IN CHILDREN)

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

On behalf of our client, Great Ormond Street Hospital Children's Charity (GOSHCC), please find enclosed an application for advertisement consent at the above site for:

"Advertisement hoarding at 20 Guilford Street in connection with the redevelopment of the site".

In support of the application, the following documents are submitted:

- Application form, dated 3rd July 2017;
- Site Location Plan;
- Hoarding Concept Model, prepared by Skanska;
- Drawing Reference 001: Zayed Centre for Research Hoarding Artwork for Guilford Street
- Drawing Reference 002: Zayed Centre for Research Hoarding Artwork for Guilford Place

The application has been submitted via the planning portal and the application reference is PP-06199751. The requisite planning application fee of £385.00 has been paid online.

Background

Planning permission was granted for the erection of a new hospital research building following the demolition of the existing computer facility. The application was approved on 10th June 2015 (ref. 2014/6068/P) and works commenced on site in August 2015.

Hoarding

This application seeks consent to display hoarding advertisement around the perimeter of the site along Guilford Street and Guilford Place which will feature signage relating to Great Ormond Street Hospital Children's Charity and the proposed development.

The hoarding advertisement around the perimeter of the site is 2.4m high. The design and branding of the advertisement is consistent across the hoarding. The artwork design concept demonstrates the style of the artwork which consists of a repeating pattern with photographs of children in laboratory coats



alongside key messages highlighting the public benefits of a bespoke Centre for Research into Rare Disease in Children, the Zayed Centre logo and the logos of the two organisations who will occupy the building.

The artwork on Guilford Street will run for 43 metres along the existing hoarding line as indicated in the Hoarding Concept Model prepared by Skanska, which depicts the site as seen from the street. Drawings 001 and 002 provide a sample of the design template which will be repeated along the hoarding frontage, within the maximum dimensions as specified on the drawings. The drawings provide details of the layout, style and colours of the proposed advertisement.

Further details are provided on the hoarding artwork drawings submitted as part of this application. The hoarding advertisement will not be illuminated.

Submission

This scheme does not benefit from deemed consent identified in Class 8 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 as the site lies within a Conservation Area.

Camden's Design CPG (1) Paragraph 8.17 states that in mixed-use areas, hoarding advertising may be acceptable where they satisfactorily relate to the scale of the host building or feature and its surroundings. They should be designed and positioned as an integral feature of the building.

The proposals have been carefully designed in-keeping with the surrounding area, in particular the site's location within the Bloomsbury Conservation Area. The proposals seek to provide visual interest during the construction period and information on the scheme for those who will pass the site. The proposals have also been designed so that they do not present a risk to public safety or have a detrimental effect on amenity.

Summary

We trust that the enclosed documents are sufficient to enable you to validate the application and we look forward to receiving written confirmation of this in due course. If you have any queries, please do not hesitate to contact Alice Broomfield of this office.

Yours faithfully,

DP9 Ltd