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thehospitalclub.com

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18th October 2011

Dear Sirs

In respect of our planning application dated 18th October 2011 to install an enclosure adjacent to the front door, we would like to say the following in support of our application:-

The Hospital Club is aware of its privileged location with this conservation area and takes that responsibility seriously. With that in mind we have reviewed the previous external signage fitted to outside the main entrance to the Hospital Club at 24 Endell Street in 2003 (then subsequently removed) and propose a discrete sign that is sympathetic to the building and the area.

With reference to the attached photographs; our previous signage has consisted of two signs (at about eye-level and just above) to the left of the entrance door and another, 'H' illuminated sign above the entrance door which was back lit and slowly changed colour with time.

Our new proposal is intended to better signpost our presence for visitors and we believe that the discrete single enclosure will serve us well without being intrusive. The enclosure provides our logo (single 'h') and some coloured discs. Illumination of the 'h' is constant and the coloured discs will be lit one at a time in a slow sequence. We also have the option for some subtle back lighting. The location of this signage would be as shown on the mock-up photograph where the enclosure would be placed between the window and to the left-hand-side of the entrance door.

We feel confident that this sign will cause no disruption or offence and will sit comfortably in the surrounding area

Yours sincerely

Paul Daniels

Head of Engineering and Operations
The Hospital Club