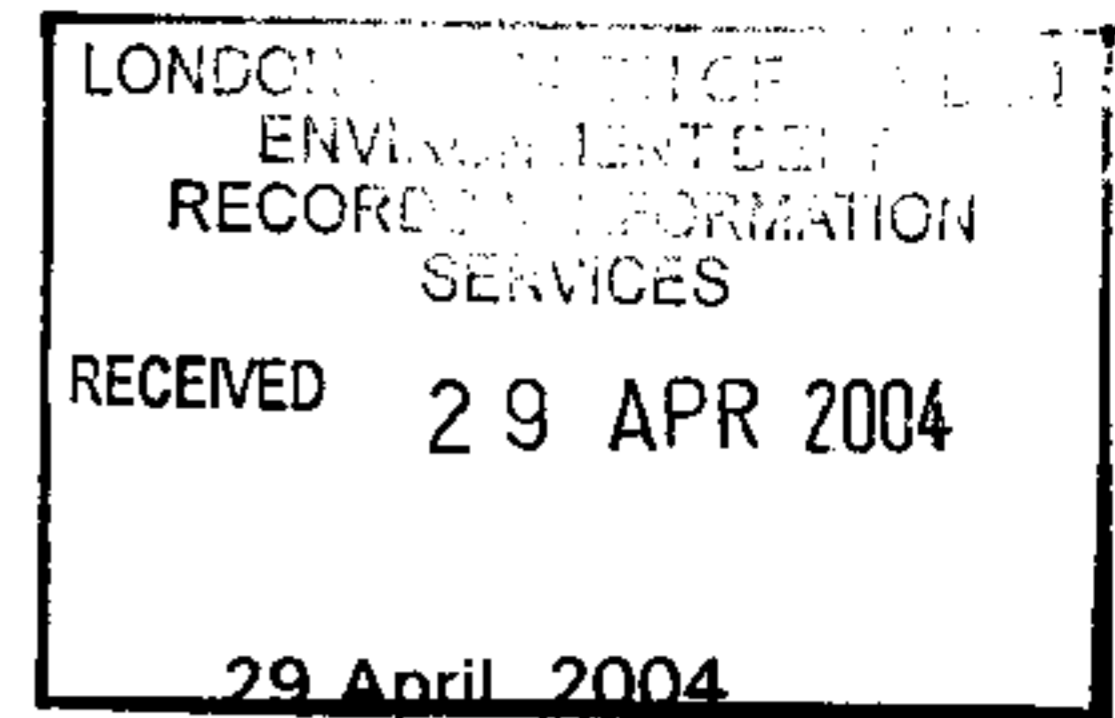




PEARCE SIGNS



Our ref: JRV/JM
Your ref:

Camden Borough Council
Department of Planning
Argyle Street
LONDON
W01H 8NL

2004/1865/A

Dear Sirs

Re: Quality Hotel – 5/7 Frognall, Hampstead, London NW3 6AL

Please find our application for signage at the above address.

Please note that although the proposed sign is shown as being 1100mm x 3140mm the actual visible size will be 1100mm x 2500mm due to the fact that it would be set behind a boundary wall.

The proposed sign is to replace the existing double-sided post mounted sign, which is sited in the same position as that of the proposed new one.

The sign is part-illuminated, with the whole of the 'Green' area being totally opaque.

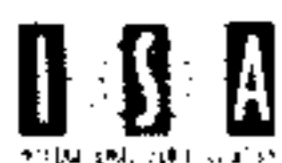
We await your decision.

Yours faithfully

**J R Verity
Sales Manager**

PEARCE SIGNS LIMITED

Savile Business Centre Mill Street East Dewsbury West Yorkshire WF12 9AH
Tel 01924 438800 Fax 01924 438811 Email northern@pearcegroup.com



A member of the Pearce Signs Group. Registered Office 17 Poverest Road, Orpington, Kent BR5 2TP.

Registered number 278882 England. There are Pearce Signs Group factories or sales and service centres in London, Amsterdam, Bristol, Broadstairs, Cumbria, Dewsbury and Tamworth.