

Email: planning@camden.gov.uk Phone: 020 7974 4444 Fax: 020 7974 1680

Development Management Development Maria Jement Camden Town Hall Extension Argyle Street London WC1 H 8EQ

$Application \ for \ consent\ to\ display\ an\ advertisement (s).$ Town and Country Planning (Control of Advertisement) Regulations 2007

Publication of applications on planning authority websites.

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website.

If you require any further clarification, please contact the Authority's planning department.

Title: Mrs	First name: CANDIDA	Surname: W.	ALDUCK		
Company name	IMPERIAL LONDON HOTELS				
Street address:	61-66		Country Code	National Number	Extensio Number
	RUSSELL SQUARE	Telephone number:	044	02072787871	Number
Town/City	LONDON	Mobile number:			
County:	LONDON	Fax number:			
Country:	United Kingdom	Email address:			
	WC1B 5BB				
Are you an agent	acting on behalf of the applicant?	• Yes C No			
Are you an agent	acting on behalf of the applicant?		N WUK		
	acting on behalf of the applicant?		N WIJK		
Are you an agent 2. Agent Nam Title: Mr	acting on behalf of the applicant? Ie, Address and Contact Details First Name: REON		N WIJK Country Code	National Number	Extension Number
Are you an agent 2. Agent Nam Title: Mr Company name:	acting on behalf of the applicant? The Address and Contact Details First Name: REON IPA DESIGN GROUP		Country		Extension Number
Are you an agent 2. Agent Nam Fitle: Mr Company name: Street address:	acting on behalf of the applicant? The Address and Contact Details First Name: REON IPA DESIGN GROUP 64 KINGS ROAD	Surname: VA	Country	Number	
Are you an agent 2. Agent Nam Fitle: Mr Company name: Street address:	acting on behalf of the applicant? Tee, Address and Contact Details First Name: REON IPA DESIGN GROUP 64 KINGS ROAD TEDDINGTON	Surname: VA Telephone number:	Country	Number	
Are you an agent 2. Agent Nam Fitle: Mr Company name: Street address:	acting on behalf of the applicant? The Address and Contact Details First Name: REON IPA DESIGN GROUP 64 KINGS ROAD	Surname: VA Telephone number: Mobile number:	Country	Number	

Full postal add		
HOUSE	res of the site (including full postcode where available) Description:	
	Suffix:	
House name:	Royal National Hotel	
Street address:	Bedford Way	
own/City:	Landon	
County:	Camden	
ostcode:	WC1H 0JX	
Description of loc	ocation or a grid reference	
asting:	eted if postcode is not known): 530026	
lorthing:	182144	
lording.	102.177	
. Pre-applica	ation Advice	
	prior advice been sought from the local authority about this application?	Yes No
		C res (No
	and Community Consultation	
lave you consulte	red your neighbours or the local community about the proposal?	es (No
	mployee/Member	
	Do any of these statements apply to you?	C Yes No
Type of Prop	posed Advertisement(s)	
ease describe the	e proposed advertisement(s):	
ease describe the	e proposed advertisement(s): EXISTING SIGNAGE	
ease describe the PLACEMENT OF E EW INTERNAL ILLU	e proposed advertisement(s):	
PLACEMENT OF E WINTERNAL ILL OW many of the fo	e proposed advertisement(s): EXISTING SIGNAGE UMINATED SIGNAGE AND FASCIA CLADDING BACKGROUND COLOUR following type of advertisements are you applying for?	Other 0
ease describe the PLACEMENT OF E W INTERNAL ILLL ow many of the fo	e proposed advertisement(s): EXISTING SIGNAGE UMINATED SIGNAGE AND FASCIA CLADDING BACKGROUND COLOUR following type of advertisements are you applying for?	Other 0
PASSE DESCRIBE TO BE EAST OF E	e proposed advertisement(s): EXISTING SIGNAGE JUMINATED SIGNAGE AND FASCIA CLADDING BACKGROUND COLOUR collowing type of advertisements are you applying for? Projecting or hanging sign(s) Hoarding(s) Advertisement(s)	Other 0
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ease describe the PLACEMENT OF E WINTERNAL ILLL ow many of the fo scia sign(s) Location of a the advertisement on existing advert es to either or bo	e proposed advertisement(s): EXISTING SIGNAGE LUMINATED SIGNAGE AND FASCIA CLADDING BACKGROUND COLOUR ollowing type of advertisements are you applying for? Projecting or hanging sign(s) Hoarding(s) O Advertisement(s) nt(s) you are applying for already in place? Yes No rtsement(s) to be removed and replaced by the advertisement(s) in this proposal?	Yes
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ease describe the EPLACEMENT OF E EW INTERNAL ILLL ow many of the fo scia sign(s) Location of a the advertisement an existing advert fes to either or bo am Ellis Signage P Architects - Exist	e proposed advertisement(s): EXISTING SIGNAGE JUMINATED SIGNAGE AND FASCIA CLADDING BACKGROUND COLOUR collowing type of advertisements are you applying for? Projecting or hanging sign(s) Advertisement(s) ht(s) you are applying for already in place? Yes No tlsement(s) to be removed and replaced by the advertisement(s) in this proposal? oth above, please show the existing sign(s) on an elevation drawing or photograph and stat Proposal document. ting and Proposed Drawings	Yes No Not Applicable the references for the drawing(s) or photograph(s).
ease describe the EPLACEMENT OF E EW INTERNAL ILLL ow many of the fo scia sign(s) Location of a the advertisement an existing advert fes to either or bo am Ellis Signage P Architects - Exist II the proposed ac	e proposed advertisement(s): EXISTING SIGNAGE LUMINATED SIGNAGE AND FASCIA CLADDING BACKGROUND COLOUR ollowing type of advertisements are you applying for? Projecting or hanging sign(s) Advertisement(s) nt(s) you are applying for already in place? Yes No tlsement(s) to be removed and replaced by the advertisement(s) in this proposal? oth above, please show the existing sign(s) on an elevation drawing or photograph and state Proposal document. ting and Proposed Drawings divertisement(s) project over a footpath or other public highway?	Yes No Not Applicable the references for the drawing(s) or photograph(s).
ease describe the PLACEMENT OF E WINTERNAL ILLL ow many of the for scia sign(s) Location of A the advertisement on existing advert es to either or bo am Ellis Signage F Architects - Exist I the proposed ac	e proposed advertisement(s): EXISTING SIGNAGE LUMINATED SIGNAGE AND FASCIA CLADDING BACKGROUND COLOUR ollowing type of advertisements are you applying for? Projecting or hanging sign(s) Advertisement(s) nt(s) you are applying for already in place? Yes No tlsement(s) to be removed and replaced by the advertisement(s) in this proposal? oth above, please show the existing sign(s) on an elevation drawing or photograph and state Proposal document. ting and Proposed Drawings divertisement(s) project over a footpath or other public highway?	Yes No Not Applicable the references for the drawing(s) or photograph(s).
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ease describe the PLACEMENT OF E WINTERNAL ILLL ow many of the for sicle sign(s) Location of the advertisement an existing advertise sto either or boarn Ellis Signage F. Architects - Exist I the proposed advertisement assess that the periods.	e proposed advertisement(s): EXISTING SIGNAGE LUMINATED SIGNAGE AND FASCIA CLADDING BACKGROUND COLOUR ollowing type of advertisements are you applying for? Projecting or hanging sign(s) Advertisement(s) nt(s) you are applying for already in place? Oth above, please show the existing sign(s) on an elevation drawing or photograph and state the proposal document. ting and Proposed Drawings divertisement(s) project over a footpath or other public highway? Int(s) Period ind of time for which consent is sought for the advertisement	Yes No Not Applicable the references for the drawing(s) or photograph(s).
ease describe the EPLACEMENT OF EVENTERNAL ILLL ow many of the foscia sign(s) Location of Active advertisement existing advertises to either or both am Ellis Signage P. Architects - Exist Il the proposed advertisement assessate the period. Advertisement of 10/05/20	e proposed advertisement(s): EXISTING SIGNAGE JUMINATED SIGNAGE AND FASCIA CLADDING BACKGROUND COLOUR following type of advertisements are you applying for? Projecting or hanging sign(s) Advertisement(s) ht(s) you are applying for already in place? Yes No tisement(s) to be removed and replaced by the advertisement(s) in this proposal? oth above, please show the existing sign(s) on an elevation drawing or photograph and state Proposal document. ting and Proposed Drawings divertisement(s) project over a footpath or other public highway? out(s) Period food of time for which consent is sought for the advertisement 1015 To: 01/05/2025	Yes No Not Applicable the references for the drawing(s) or photograph(s).
ease describe the EPLACEMENT OF E EW INTERNAL ILLU ow many of the for scia sign(s) Location of it the advertisement an existing advert fes to either or bo am Ellis Signage F Architects - Exist Il the proposed ac Advertisement ase state the perion 101/05/20 Interest in the	e proposed advertisement(s): EXISTING SIGNAGE LUMINATED SIGNAGE AND FASCIA CLADDING BACKGROUND COLOUR ollowing type of advertisements are you applying for? Projecting or hanging sign(s) Advertisement(s) nt(s) you are applying for already in place? Oth above, please show the existing sign(s) on an elevation drawing or photograph and state thing and Proposed Drawings divertisement(s) project over a footpath or other public highway? Int(s) Period ind of time for which consent is sought for the advertisement O15 To: O1/05/2025	Yes No Not Applicable the references for the drawing(s) or photograph(s).
ease describe the EPLACEMENT OF E EW INTERNAL ILLU ow many of the fo scia sign(s) Location of i the advertisement an existing advert fes to either or bo lam Ellis Signage P A Architects - Exist Il the proposed ac Advertisement asses state the perion i m: 01/05/20 Interest in the	e proposed advertisement(s): EXISTING SIGNAGE JUMINATED SIGNAGE AND FASCIA CLADDING BACKGROUND COLOUR following type of advertisements are you applying for? Projecting or hanging sign(s) Advertisement(s) ht(s) you are applying for already in place? Yes No tisement(s) to be removed and replaced by the advertisement(s) in this proposal? oth above, please show the existing sign(s) on an elevation drawing or photograph and state Proposal document. ting and Proposed Drawings divertisement(s) project over a footpath or other public highway? out(s) Period food of time for which consent is sought for the advertisement 1015 To: 01/05/2025	Yes No Not Applicable the references for the drawing(s) or photograph(s).

11 (a). Details of Proposed Advertisement(s) - Fascia Sign
What is the height from the ground to the base of the advertIsement (in metres)? 5.000 m
What is the maximum projection of the advertisement from face of building (in metres)?
What are the dimensions of the proposed advertisement? Height: 0.550 x Width: 25.000 x Depth: 0.035 metres
What materials will the sign be made of?
Powder coated aluminium fascia
What is the maximum height of any of the individual letters and symbols (in centimetres)? 55.000 cm
The colour of text and background:
Text - Opaque White Background Pantone 7694C (Dark Blue)
Will the sign be illuminated? Yes No
Will the sign be illuminated internally or externally? (internally Content of the sign be illuminated internally or externally content of the sign be illuminated internally or externally content of the sign be illuminated internally or externally content of the sign be illuminated internally content of the sign beautiful or externally content of the sign beautiful or externally.
Illuminance Levels: 10,000 cd/m
- Control of the Cont
Will the illumination be static or intermittent?
11 (b). Details of Proposed Advertisement(s) - Hanging Sign
What is the height from the ground to the base of the advertisement (in metres)? 6.300 m
What is the maximum projection of the advertisement from face of building (in metres)?
What are the dimensions of the proposed advertisement 7.1 Height: 12.300 × Width: 1.000 × Denth: 17.700 metres
What materials will the sign be made of? Height: 12.300 × Width: 1.900 × Depth: 0.700 metres
Powder coated aluminium on aluminium frame
What is the maximum height of any of the individual later.
/ 151000
The colour of text and background: Text - Opaque White Background Pantone 7694C (Dark Bjue)
Mellot and the same of the sam
Will the sign be illuminated? Yes No
Will the sign be illuminated internally or externally? © Internally Externally
Illuminance Levals: 10.000 cd/m
Will the illumination be static or intermittent? © Static O Intermittent PA ARUAITEUS 0106/2015
11 (b). Details of Proposed Advertisement(s) - Hanging Sign
What is the height from the ground to the base of the advertisement (in metres)? 4.300 m
What is the maximum projection of the advertisement from face of building (in metres)?
What are the dimensions of the proposed advertisement? Height: 0.700 × Width: 2.400 × Depth: 0.050 metres
What materials will the sign be made of?
Powder coated aluminium on aluminium frame
What is the maximum height of any of the individual letters and symbols (in centimetres)? 15.000 cm
The colour of text and background:
Fext - Opaque White Background-Pantone 7694C (Dark Blue)
Will the sign be illuminated? Yes No

Can the site be	seen from a public road, public footpath, bridleway or other public land?
	authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)
C The agent	The applicant Other person
	en selected, please provide:
Contact name:	
Title: Mr Telephone num	First name: DAVID Surname: BRIDGES
Country code:	+44 National number: 07831373278 Extension number:
Email Address:	dbridges@Imperialhotels.co.uk
I3. Declarat	ion
/we hereby appl	ly for planning permission/consent as described to the Consent as described to the Con
additional inform	ly for planning permission/consent as described in this form and the accompanying plans/drawings and nation. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any re the genuine opinions of the person(s) giving them.
	Date 01/05/2015
D	VISED AND RESUBMITTED 01/06/2015.
N.E.	JUSED AND VESUBINITED 01/06/2015.
	R.van wish
	0 = -
	IPA ARUNITECTS.
ATTA	ACHED DOCUMENTS.
	28. EX. OOI (SITE LOCATION). POF.
145	EB. EX. 200-00 (ELEVATIONS EXISTING). PAT.
	E8.LO.200_01 (ELEVATIONS PROPOSED). PUF.
RN	JH_BEDFORDWAY_ SIGNACE PROPOSAL_ 01. PDF.
14	E8. AS, 500_00 (SIGNAUE DETAIL SECTION).
D	
1.	——————————————————————————————————————
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