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Development Management  
Regeneration and Planning  
London Borough of Camden  
Judd Street  
London WC1H 8ND

## 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.

### 1. Applicant Name, Address and Contact Details

Title:	Mrs	First name:	Sarah	Surname:	Simpson		
Company name:	Whitbread Group PLC						
Street address:	Whitbread Court			Country Code	National Number	Extension Number	
	Houghton Hall Business Park			Telephone number:			
	Porz Avenue			Mobile number:			
Town/City:	Dunstable			Fax number:			
County:	Bedfordshire			Email address:			
Country:	United Kingdom						
Postcode:	LU5 5XE						
Are you an agent acting on behalf of the applicant? <input checked="" type="radio"/> Yes <input type="radio"/> No							

### 2. Agent Name, Address and Contact Details

Title:	Mr	First Name:	Richard	Surname:	Parker		
Company name:	Endpoint Ltd						
Street address:	165 Tower Bridge Road			Country Code	National Number	Extension Number	
				Telephone number:		0207 089 2670	
				Mobile number:			
Town/City:	London			Fax number:			
County:	Greater London			Email address:			
Country:	United Kingdom						
Postcode:	SE1 3LW				richard.parker@weareendpoint.com		

### 3. Site Address Details

Full postal address of the site (including full postcode where available)

House:	<input type="text"/>	Suffix:	<input type="text"/>
House name:	<input type="text" value="Brook House"/>		
Street address:	<input type="text" value="2 - 16 Torrington Place"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="London"/>		
County:	<input type="text"/>		
Postcode:	<input type="text" value="WC1E 7HB"/>		

Description of location or a grid reference  
(must be completed if postcode is not known):

Easting:	<input type="text" value="529502"/>
Northing:	<input type="text" value="181935"/>

Description:

External Branding and Wayfinding Signage for a new Hub Hotel.

### 4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☐ Yes ☒ No

### 5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☐ Yes ☒ No

### 6. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

☐ Yes ☒ No

### 7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

External Branding and Wayfinding Signage scheme for a Hub Hotel:

How many of the following type of advertisements are you applying for?

Fascia sign(s)  Projecting or hanging sign(s)  Hoarding(s)  Other

Please describe:

1 x High Level Logo Sign.  
1 x Small Projecting Sign.  
1 x Back Illuminated Glass Panel

### 8. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☐ Yes ☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☐ Yes ☒ No ☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

☒ Yes ☐ No

### 9. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From:  To:

### 10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes ☐ No

11 (b). Details of Proposed Advertisement(s) - Hanging Sign

What is the height from the ground to the base of the advertisement (in metres)?

21.500

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.000

m

What are the dimensions of the proposed advertisement?

Height: 

2.750

 x Width: 

2.500

 x Depth: 

0.360

metres

What materials will the sign be made of?

H1: Flexface internally illuminated aluminium lightbox post mounted. Logo face illuminated with a 6000K LED lighting modules to provide maximum face light output of 250 candelas m2

What is the maximum height of any of the individual letters and symbols (in centimetres)?

150.000

cm

The colour of text and background:

White / Purple Text: Lime Background.

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

250.000

cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

3.080

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.720

m

What are the dimensions of the proposed advertisement?

Height: 

0.660

 x Width: 

0.600

 x Depth: 

0.105

 metres

What materials will the sign be made of?

H3: Polished optically clear acrylic faced logo panel each side. Both back decorated internally illuminated double sided logo on a bracket mounted brushed stainless steel lightbox. Logos face illuminated with 6000k LED light sheet to provide maximum face light output of 250 Candelas m2

What is the maximum height of any of the individual letters and symbols (in centimetres)?

18.000

cm

The colour of text and background:

White / Purple Text: Lime Background.

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

250.000

cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

11 (d). Details of Proposed Advertisement(s) - Other Sign

What is the height from the ground to the base of the advertisement (in metres)?

0.000

m

What is the maximum projection of the advertisement from face of building (in metres)?

0.102

m

What are the dimensions of the proposed advertisement?

Height: 

3.745

 x Width: 

1.486

 x Depth: 

0.102

 metres

What materials will the sign be made of?

H4: The Main guest entrance will be a branded glass portico feature face applied to a branding facade. This is clad in polished clear low iron laminated safety glass back decorated with a Hub grey opaque finish with cut in translucent LED back illuminated Hub Logo, set into a stainless steel lightbox. The glass is held in place with a removable 25mm stainless steel bezel.

What is the maximum height of any of the individual letters and symbols (in centimetres)?

15.000

cm

The colour of text and background:

White Text / Lime and Grey Background.

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

250.000

cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

12. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land? ☒ Yes ☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)

- ☒ The agent ☐ The applicant ☐ Other person

13. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/drawings and additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.



Date

03/08/2015