



To
Matthias Gentet
Planning Technician
Regeneration and Planning
Borough of Camden
5 Pancas Sq
London
N1C 4AG

Date
18/08/2015

Reference
Heritage Statement:

Application: 2015445/A

To whom it may concern,

On behalf of Whitbread Group PLC, an application has been submitted to propose a design scheme for advertisements at the new HUB hotel on Great Tower Street. London

Taking into account the nature and characteristics of the named location, we aim to increase our brand presence to enhance the commercial benefits of the business on site and improve wayfinding for visitors to the site, while also being sympathetic to the building, location and Design.

The proposed locations of the signs are sensitive to the visual integrity of the site and aims to improve brand awareness without negatively impacting on the existing environment. The specification and proposed illumination of the sign is intended to provide a subtle and stylish brand presence.

It is our wish to propose effective signage solutions at this address and avoid visual signage clutter in increasing the commercial success of the business there.

We do hope that this application is deemed suitable by City of London Council and look forward to hearing back from you in due course.

Kind regards

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