

Thorncroft Manor
Leatherhead
Surrey
KT22 8JB

Mr Charles Thuaire
Development Management
London Borough of Camden
5 Pancras Square
London
N1C 4AG

28th August 2018

Dear Charles

**Planning (Listed Buildings and Conservation Areas) Act 1990
Town and Country Planning (Control of Advertisement) Regulations 2007
2-6 Southampton Row, London, WC1B 4AA**

On behalf of Havza Ltd, Planning Resolution Ltd submit via the planning portal an application for Consent to Display an Advertisement and associated listed building consent application for the display of a non-illuminated name sign relating to the operation of the building as a hotel at 2-6 Southampton Row, London, WC1B 4AA.

In summary, an application is being sought to attach a new sign to the external stonework of the building. The new sign would be located on the building at the corner of Catton Street and Southampton Row. It is required as the buildings use has been altered from its initial conception as the headquarters of the Baptist Church into a Hotel.

There are currently 3 historic signs at the ground floor of this location. The proposal is to attach the new sign below these existing signs. The discreet sign would signify that this historic building has been adapted for modern use, whilst the historic use (reference to the Baptist Church) are still highly visible (and have a hierarchical prominence) directly above the new sign.

The sign has been designed in the same visual language as the architectural mouldings that surround it. Within the immediate location of the proposed sign, there are a lot of rounded mouldings and a lot of levels that constantly raise and drop.

The proposed sign is made from bronze, with a raised brass logotype and bevelled edge. There would be a gold keyline around the edge of the sign, which would reflect the keyline that appears in the memorial stone above it and the keylines on the awnings.

The depth of the proposed sign will be same depth of the inset memorial stone above it, so that there is some unity in the design. The sign is aligned vertically with the existing carved plaque above and aligned horizontally with the existing grout lines in the stonework.

We enclose the following:

- Dimensions and Section of proposed sign;
- Details of the signage lettering;
- Elevation drawings to show location of proposed sign; and
- Proposed Photomontage.

We trust that the submission is sufficient and look forward to confirmation of validation in due course. However please contact me if you wish to discuss any matters in the meantime.

Yours sincerely,



David Williams
Director
Planning Resolution Ltd

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