

Planning Resolution Ltd
Thorncroft Manor
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Leatherhead
Surrey
KT22 8JB

Mr Charles Thuairé
Planning Services
London Borough of Camden
2nd Floor, 5 Pancras Square c/o Town Hall,
Judd Street
London
WC1H 9JE

3rd December 2019

Dear Charles

**Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
4 Wild Court and 75 Kingsway, London, WC2B 4AU**

On behalf of Z Hotels Ltd, we submit via the Planning Portal an Advertisement Consent application for the 'display of an internally illuminated menu board and non-illuminated sign' related to the use of the building as hotel approved under planning permission 2017/6808/P approved 22nd March 2018 for the Variation of Condition 19 (development in accordance with approved plans) of planning permission ref 2017/1611/P dated 23/11/2017 (for Change of use from private college (Class D1) on Wild Court and retail unit (Class A1) on Kingsway and erection of new 7th and 8th floor roof extensions to provide a new 3909sqm (GIA) 211 bedroom hotel (Class C1), plus reinstatement of commercial entrance and ancillary café onto Kingsway, and new plant and PV panels on roof), namely to omit approved 8th floor, reduce approved 7th floor and alter layout of roof plant and PV panels with installation of new enclosure, in association with reduction of hotel size to 196 rooms and 3678sqm GIA. at 4 Wild Court and 75 Kingsway, London, WC2B 4AU.

Advertisement Consent (ref:2019/2449/A) was granted on 26th September 2019 for the 'Display of a projecting sign with internally illuminated lettering and 2 non-illuminated wall mounted plaques on Kingsway entrance to new hotel'.

The application seeks to amend/replace one of the wall mounted plaques on the Kingsway entrance for an internally illuminated Menu-board and non-illuminated Sign.

Advertisement Consent is therefore sought for the following:

'Display of an internally illuminated Menu-board and non-illuminated Sign'

We enclose the following detail:

- Existing Kingsway Entrance Elevation and Plan drawing.
- Proposed Kingsway Entrance Elevation and Plan drawing, including menu board detail and dimensions.

In addition to the submission, we can confirm that the proposed sign dimensions and specification are as follows:-

1 No. Internally Illuminated Menu Board and Sign

- 350mm x 480mm dimensions;
- 910mm high above ground (to the base of the menu board);
- Projecting 35mm from the face of building;

- Powder coated black aluminum frame and acrylic glazing;
- The colour of background is black text and white background
- The maximum height of any of the individual letters and symbols is "RUMBLE" letters is 35mm; "KINGSWAY" letters 10mm
- Illuminance levels of 300 cd/m2 in LED warm white light

The statutory application fee has been paid via the Planning Portal.

We trust the application is acceptable and look forward to the prompt confirmation of its registration and validation. However please contact me if you wish to discuss any matters in the meantime.

Yours sincerely

David Williams MRTPI

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