



PARKSIDE REAM

Suite 4
59/60 South Audley Street
London
W1K 2QN
United Kingdom

Addressee: Planning Team
Company: Camden Council
Address: via Planning Portal
Date: 8/02/2023
Account Number: MH1

REF: MH1/PS1/001

Dear Planning Team at Camden Council,

On behalf of MID Hospitality Ltd. we are submitting a Full Planning Application for the replacement of the facade at ground level at 43 Charlotte Street W1T 1RS.

This planning application is being submitted Pursuant to the Planning Act 1990 (as amended).

The proposal seeks to remove all existing elements of the façade inclusive of the flood lights, space heaters, signage and awning and replace it with a sympathetically design modern façade with only signage and awning.

The proposed materials are informed by the existing streetscape and consist of black aluminium, a glazing system with black aluminium frames and a concrete effect signage.

The design has taken into consideration and has been informed by the following documents available at the councils website.

- Camden Local Plan
- Camden Planning Guidance: Design
- Camden Planning Guidance: Town Centres and Retail
- Charlotte Street Conservation Area appraisal and management strategy

As part of our submission, we have a included a detailed Design and Access Statement that covers all elements of the proposed façade inclusive of artists renderings.



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Furthermore the following drawings have been submitted to show our proposal in depth and cover all details requested under Shopfront applications and specifically D1 and D3 policy.

DRAWING LIST

- KL-001 : LOCATION PLAN
- KL-002 : SITE PLAN
- KL-003 : EXISTING ELEVATION | 1:50
- KL-004 : EXISTING GROUND FLOOR PLAN | 1:20
- KL-005 : EXISTING ELEVATION DETAIL | 1:20
- KL-006 : EXISTING SECTIONS | 1:20
- KL-007 : PROPOSED FAÇADE ELEVATION | 1:50
- KL-008 : PROPOSED GROUND FLOOR PLAN | 1:20
- KL-009 : PROPOSED ELEVATION DETAIL | 1:20
- KL-010 : PROPOSED SECTIONS | 1:20 & 1:2

The team have carefully balanced the need to replace the façade with the existing urban grain.

The proposals have been considered against the relevant borough policies and we are seeking to work closely with Camden Council to deliver this project.

Iason Triantafyllidis

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PARKSIDE REAM LIMITED

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