

Addressee: Planning Team
Company: Camden Council
Address: via Planning Portal
Date: 2/11/2023

REF: PP-12576553

Dear Planning Team at Camden Council,

On behalf of MID Hospitality Ltd. I am submitting an application for the Advertising Consent for the replacement of the fascia sign 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 existing signage and awning and replace it with a sympathetically design modern 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 fascia inclusive of artists renderings.

Furthermore the following drawings have been submitted to show our proposal in depth and cover all details requested under Advertisement Consent applications.

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 fascia 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.

Diana Khromova

Director, Mid Hospitality Ltd

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