



# PACHA OF LONDON

Dear sir/madam

03/02/2022

Following recent enquiries with London Borough of Camden please find enclosed our proposed drawings and application for planning permission and advertisement consent at 34 Greville Street.

Pacha of London has been trading in Hatton garden for over 12 years, becoming a respectable independent jeweller specialising in diamonds and watches. Having enjoyed the vibrance of the jewellery trade in Hatton Garden, we wish to invest in our business and further contribute to the area's historic trade. Our proposal seeks to match Pacha of London's identity as family run business within a historic part of London by developing a design that respectfully updates the shopfront in a manner which is sympathetic to the building and streetscape. This is achieved with a high quality design and choice of materials which complement the existing palette of the building.

The proposals are illustrated in the submitted drawings, along with existing site photographs and photomontage of proposed shop front materials. I hope our proposals demonstrate the careful and respectful approach to the shop front design and is acceptable to the borough.

Kindest Regards

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