



Da Vinci House
44 Saffron Hill
London EC1N 8FH
tel: +44 (0)20 3640 8508
fax: +44 (0)20 3435 4228
email: info@iceniprojects.com
web: www.iceniprojects.com

Planning Department
London Borough of Camden
5 Pancras Square
London
N1C 4AG

8th December 2021

Ref PP-10450132
Via Planning Portal

Dear Sir/Madam,

1-3 DENMARK STREET, LONDON, WC2H 8LP

PLANNING AND ADVERTISEMENT CONSENT APPLICATION

On behalf of Chateau Denmark Ltd, please find enclosed an application for planning and advertisement consent for works to the existing shopfront involving the installation of three retractable canopies, one fixed canopy and two externally illuminated hanging signs.

Background to the Application

Planning permission was granted at 1-3 Denmark Street on 14th February 2014 for:

Change of use of basement and ground floor from existing Jobcentre (Class A2) to cafe & bakery (mixed A3 & A1).

Until recently the property was occupied by the Fernandez and Wells coffee chain before falling vacant during the recent pandemic. Our client has recently acquired the basement and ground floor lease of the property and wish to operate the units under Use Class E (b) (sale of food and drink for consumption (mostly) on the premises).

This application is being submitted in the context of the wider redevelopment of St Giles Circus which was approved under application 2012/6858/P (as subsequently amended) for the following

'Erection of three buildings (5 and 7 storey buildings facing Centre Point Tower and a 4 storey building on Denmark Place), following the demolition of 1-6, 17-21 Denmark Place and York and Clifton Mansions with retained facades at 1-3 Denmark Place and York and Clifton Mansions to provide 2895sqm of basement Event Gallery space to be used for community events, exhibitions, product launches, live music (including recorded music), awards ceremonies, conferences and fashion shows (Sui Generis); a 678sqm urban gallery with 1912sqm of internal LED screens to be used for circulation space, retail, advertising, exhibitions, brand and product launches, corporate events, screenings, exhibitions and events (including recorded music),(Sui Generis); 884sqm of flexible retails and restaurant floorspace (Class A1/A3); 2404sqm of restaurant floorspace (Class A3); 385sqm of drinking establishment (Class A4) and a 14 bedroom hotel (Class C1) between Denmark Place and Andrew Borde Street. Change of use of 4, 6, 7, 9, 10, 20-28 Denmark Street, 4 Flitcroft Street and 1 Book

Mews to provide 4,308sqm of office floor space (Class B1a); 2,959sqm of private residential floor space (Class C3); 239sqm of affordable housing (Class C3) and 2540sqm of retail floor space (Class A1). Provision of a new pedestrian route from Andrew Borde Street to Denmark Street at ground floor level and associated partial demolition at 21 Denmark Street (all GEA).

This planning permission (as amended) has since been implemented and is due for completion later this year.

The Proposals

This application seeks both planning and advertisement consent for the installation of 3 retractable canopies, one fixed canopy and two externally illuminated projecting signs. There will be no increase in floorspace as a result of the proposals. The following information is submitted in support of this application

- Design and Access Statement prepared by Grapes;
- Drawings and elevations prepared by Grapes;
- This covering letter.

I trust the enclosed is sufficient for your purposes and I look forward to receiving confirmation that the application has been validated. In the meantime please do not hesitate to contact me at this office if I can assist in any way.

Yours sincerely,



Anna Snow
DIRECTOR