

Our Ref: RC/8143/170522

17th May 2022

Planning Development Control
Camden Council
Camden Town Hall
London
WC1H 8ND

Dear Planning Team

Town and Country Planning Act 1990

Re: Application for Planning Permission for Shopfront alterations, signage & external furniture at 11-13 Bayley Street, London, WC1B 3HD.

On behalf of our client New World Hospitality, we write in support of an application for the following items:

- Change window within existing opening into pair of double doors.
- Replace & reduce the size of the entrance canopy with integral lighting and 'Sonder' internally illuminated sign.
- Replace 2no. branded and retractable awnings above the windows/doors.
- Replace 1no. Projecting flag
- 3no. Tables
- 9no. Chairs
- 3no. External planters
- 1no. High level illuminated painted name logo
- 1no. Vinyl logo applied to glazing.

The site is within the Bloomsbury conservation area but we do not propose any demolition of the fabric of the building and as such submit an application form which combines full planning with Advertisement consent.

The building freeholder (Bedford Estates) has been notified and support the proposal to enhance and improve this tired looking frontage.

We therefore have pleasure in submitting the following documents and information as follows;

- The Application form duly completed.
- Certificate B duly completed.
- Drawing 8143-PD2-01_Location plan, Block plan and Existing elevation
- Drawing 8143-PD2-02_Proposed plan, elevation and external signage & furniture details.
- Design, Access & Heritage Statement.
- CIL Questions duly completed.



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- The requisite planning application fee of £366.00 (+ £32.20 service charge) which will be paid directly by the applicant.

With regard to Certificate B, the applicant has notified the freeholder and issued the required notice along with a copy of the application.

We trust the above comprises a full and satisfactory application and look forward to acknowledgement of its successful receipt. If any further information or assistance is required, please feel free to contact me.

Yours faithfully,



ROB COLLEY

Director

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