

19th January 2024

Planning and Environment
London Borough of Camden
5 Pancras Square
London
N1C 4AG

Dear Sir/Madam

Town & Country Planning Act, 1990
Unit 2, 73-78 High Holborn, London, WC1V 6LS

I am instructed by Frank Capital Ltd to submit a planning application in respect of 73-78 High Holborn for:

“Subdivision of Unit 2 and new shop frontage.”

Accordingly, please find enclosed the following documents:

1. Planning application forms and completed Certificate A
2. Site Location Plan P626/00/100/PL-1
3. Existing Ground and Basement Plan P626/01/100
4. Proposed Ground and Basement Plan P626/02/103/PL-1
5. Existing High Holborn Shop Front Elevation P626/01/101
6. Proposed High Holborn Shop Front Elevation P626/02/101

The planning application fee of £293 plus the administration fee to the Planning Portal of £64 has been paid online.

Background

The subject property is located on the northern side of High Holborn, close to the junction with Red Lion Street.

Unit 2 is part of a larger block – 73-78 High Holborn – and was formed following the grant of planning permission in 2007 (2006/3615/P) for a change of use, refurbishment and extension of the property. The scheme was originally designed with a single large retail unit on the Ground Floor but was subsequently subdivided into three retail units. The upper floors comprise offices and residential, extending to five storeys, with a double height mansard above.

The property is not listed nor is it located within a conservation area.



Figure 1: 73-78 High Holborn

The three retail units have been occupied by a range of tenants including a travel agent, building society and a number of high street retailers. The neighbouring property at 79-80 High Holborn (in the left of the photo above with the blue fascia) is occupied by a dentist on the ground floor, and was part of the original 2007 consent. To the right of the property is the Old Red Lion Pub, beyond which is located Mid City Place.

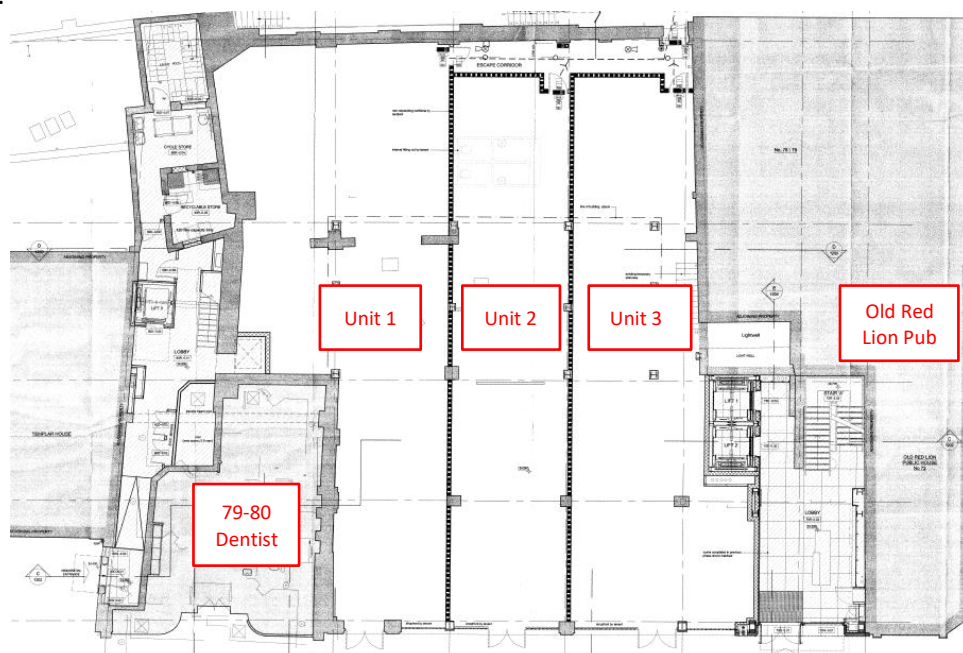


Figure 2: Units 1, 2 and 3 at 73-78 High Holborn

Unit 2 extends to 130 sq m. It is currently vacant and has been on the market with property agents DMA for 6 months, but a tenant has not been found.

Neighbouring units are occupied by Oliver Bonas (Unit 1) and Leeds Building Society (Unit 3)



Figure 3: Unit 2 is currently vacant, sandwiched between units occupied by Oliver Bonas and Leeds Building Society

The unit has centrally located glazed double doors and full height windows either side. It has a dark grey fascia in PPC with ventilation louvers below.

Proposed Development

The proposed development comprises the subdivision of Unit 2 to create two units extending to 30 sq m (Unit 2A) and 100 sq m (Unit 2B). Both units will be marketed to tenants who operate within Class E. Agents DMA have advised that there is potential demand from coffee shops for the smaller unit and that the larger unit would be attractive to a range of retailers or commercial operators.

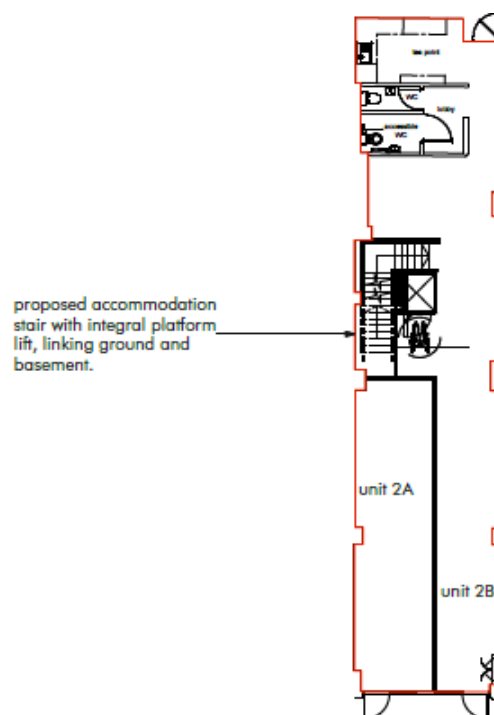


Figure 4: Proposed sub division of Unit 2

Internal stairs are also proposed connecting the larger unit to the Basement. The Basement was initially intended for retail and/or restaurant use in the 2007 consent, but was used as offices. The space offers potential for use a gym (or a range of other uses within Use Class E), with access through the Ground Floor via the new Unit 2B.

The sub-division of the unit is not precluded by the umbrella consent.

External works comprise the creation of two new shop fronts, as illustrated below:

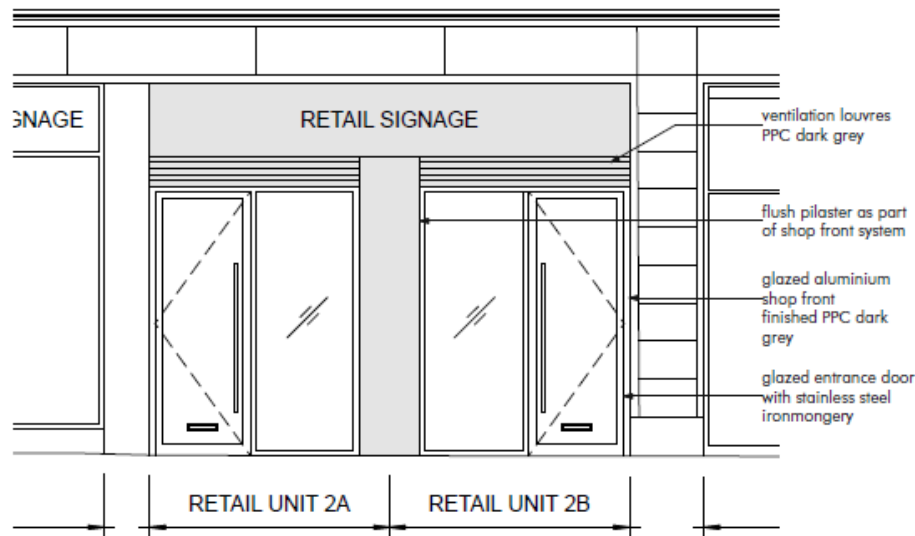


Figure 5: Extract from Drawing P626/02/101

The proposed design and materials will match the existing, with a glazed aluminium shop front finished in dark grey PPC. The units will be divided by a simple pilaster and doors will be located on the outer sides providing symmetry. The fascia is proposed to be in dark grey with ventilation louvers below.

Planning Considerations

The main issue to consider in respect of this application is the visual impact of the subdivision of the unit and the two new shop fronts on the character of the building and surrounding area. **Camden’s Planning Guidance**, dated 2021, and **Camden Policy D3** provide guidance on shop fronts and advise that alterations should respect the detailed design, materials, colour and architectural features of the host building and surrounding area, including adjoining shop fronts.

The contemporary uniformity of the retail units at 73-78 High Holborn comprises stone pilasters which frame slightly recessed fascias and full length glazing on the windows and doors of each unit. This design approach is set by the 2007 umbrella consent. The proposed design of the new shop fronts follows this template in respect of scale and materials and is therefore judged to be appropriate.

Notwithstanding the creation of smaller shop frontages through the insertion of Unit 2A, it is not considered that this undermines the appearance of the host property, as the design utilises glazing across the frontage and the units could be read as one.

The subdivision will assist with the marketing of the property and hopefully result in the occupation of the units, which in turn will contribute to the vitality of the shopping area.

In summary, it is considered that the subdivided unit and associated new shop fronts respect the design, materials, character and proportions of the host building and the character of neighbouring units, and accord fully with the terms of Policy D3.

The proposed entrances are level with the pavement and therefore fully accessible for wheelchair users and buggies.

Signage will be subject to a separate application when tenants have been identified.

I trust the enclosed is acceptable, but should you have any queries, please do not hesitate to contact me.

Yours faithfully

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