

10<sup>th</sup> May 2024

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

Dear Sir / Madam

**TOWN AND COUNTRY PLANNING ACT 1990  
289 HIGH HOLBORN, LONDON, WC1V 7HZ**

I am instructed by ELA & FRS (289 High Holborn) Limited to submit a planning application in respect of 289 High Holborn for:

*“External works to the 7<sup>th</sup> and 8<sup>th</sup> floors, namely, removal of existing tile cladding and application of pigmented render (Keim)”*

Accordingly, please find enclosed the following documents:

1. Planning application form and Certificate A
2. Site Location Plan
3. Existing Front and Part Side Elevation and Section AA Detail EL01 Rev B
4. Proposed Front and Part Side Elevation and Section AA Detail EL02 Rev A

The planning application fee of £363 has been paid online.

**Site and Surroundings**

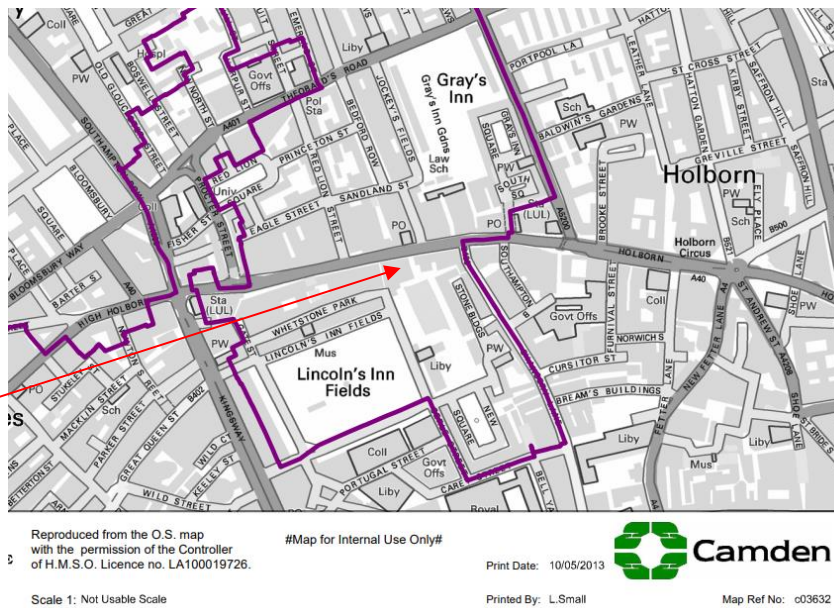
The application site is a 10 storey office building located on the northern side of High Holborn near the intersection of Great Turnstile. The Ground Floor comprises a retail unit, with office floorspace on the Lower Ground, Ground and 1<sup>st</sup> to 7<sup>th</sup> Floors. The 8<sup>th</sup> floor is residential.

The property was built in 1973 and provides approximately 2,500 sq m of floorspace.

The property is not a listed building, but the site is located within the Bloomsbury Conservation Area.



Figure 1: Front/north elevation of 289 High Holborn



289 High Holborn

Figure 2: Extent of Bloomsbury Conservation Area



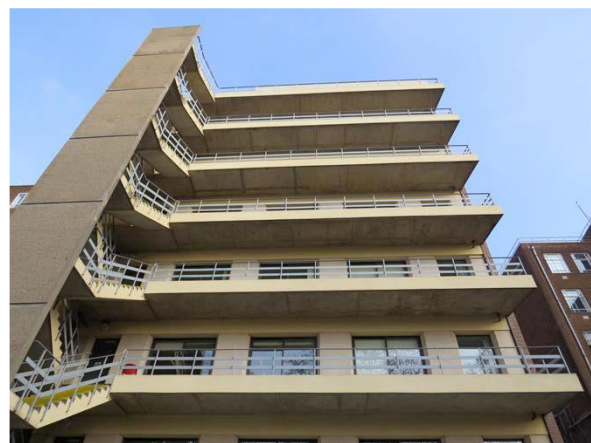
Figure 3: Extract from Bloomsbury Conservation Area Appraisal

Within the Bloomsbury Conservation Area Appraisal the subject property is notated neither as a Positive nor Negative Building. The listed buildings of Lincoln’s Inn are located to the rear of the property.

The existing materials of the property comprise pre cast concrete panels to the front elevation on High Holborn and render to the rear.



Rear elevation:  
cream coloured  
render



However the upper two floors on the front elevation, which are setback from High Holborn, comprise a mix of brown brick and brown hanging tiles.

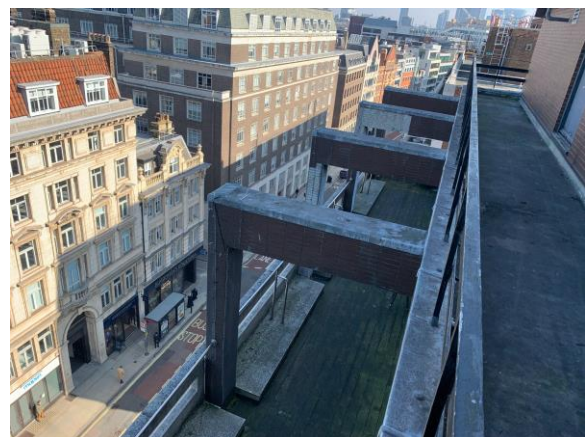
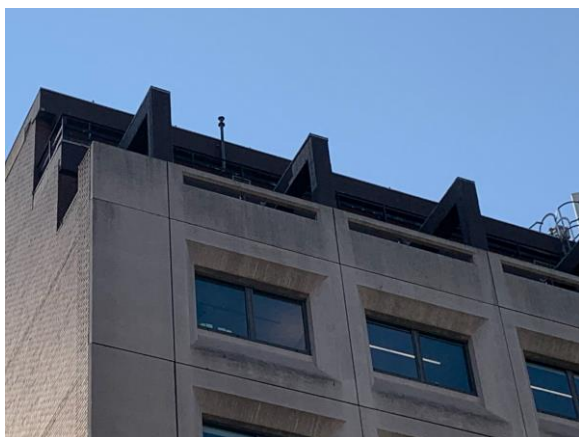


Figure 4: The top two floors are stepped back

A deep band of brown hanging tiles is present on the upper part of the 7<sup>th</sup> and 8<sup>th</sup> floors, with brickwork below. Five arches span the 7<sup>th</sup> floor terrace overlooking High Holborn and these are also tiled.

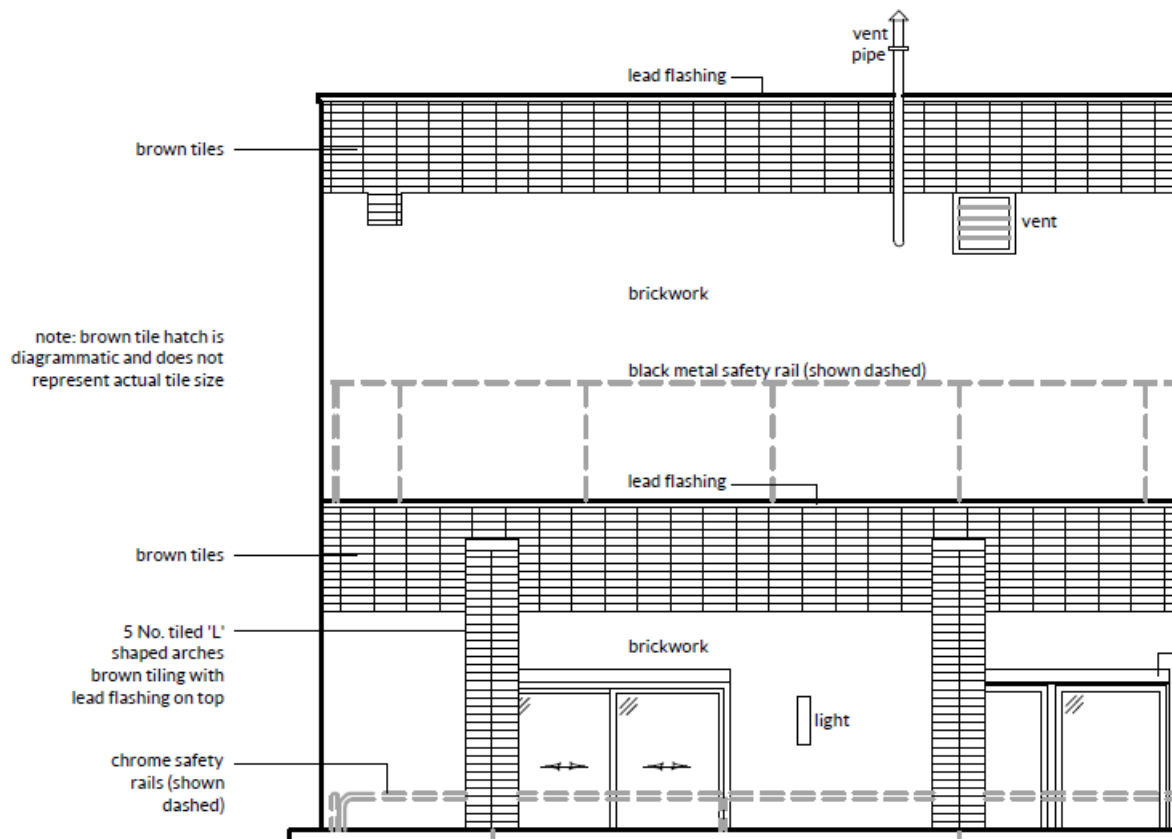


Figure 5: Existing materials on 7th and 8th floors of front/north elevation



Figure 6: Existing materials comprise brown brick and brown tiles. Parapet and arches have lead flashing

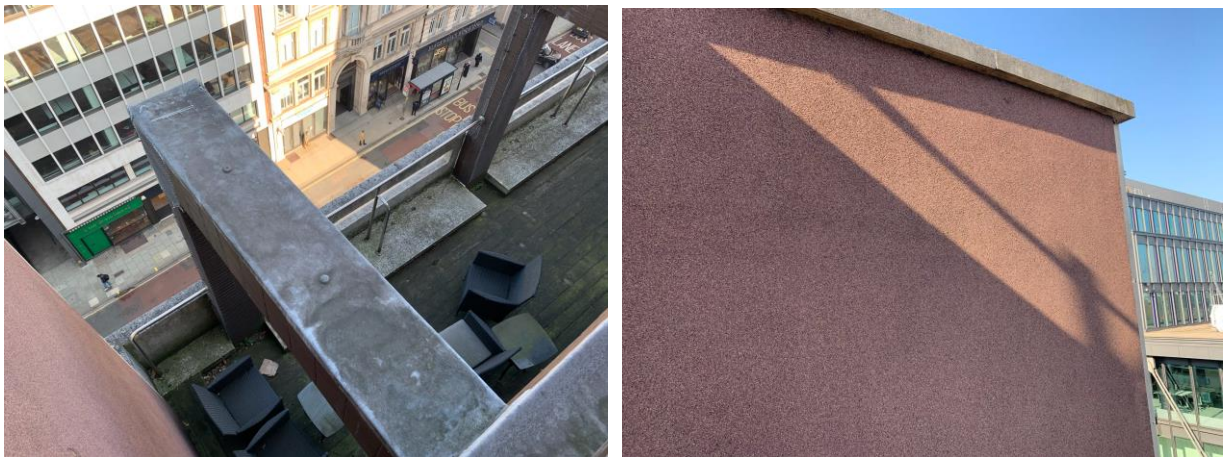


Figure 7: The flank wall of 283-288 High Holborn is rendered

### Proposed Development

The proposed development comprises the removal of the brown tiles on the top two floors of the northern elevation, including the arches, and the application of Keim, a pigmented render. The proposed colour has yet to be decided.

The existing brickwork will remain. The lead flashing will be reinstated.

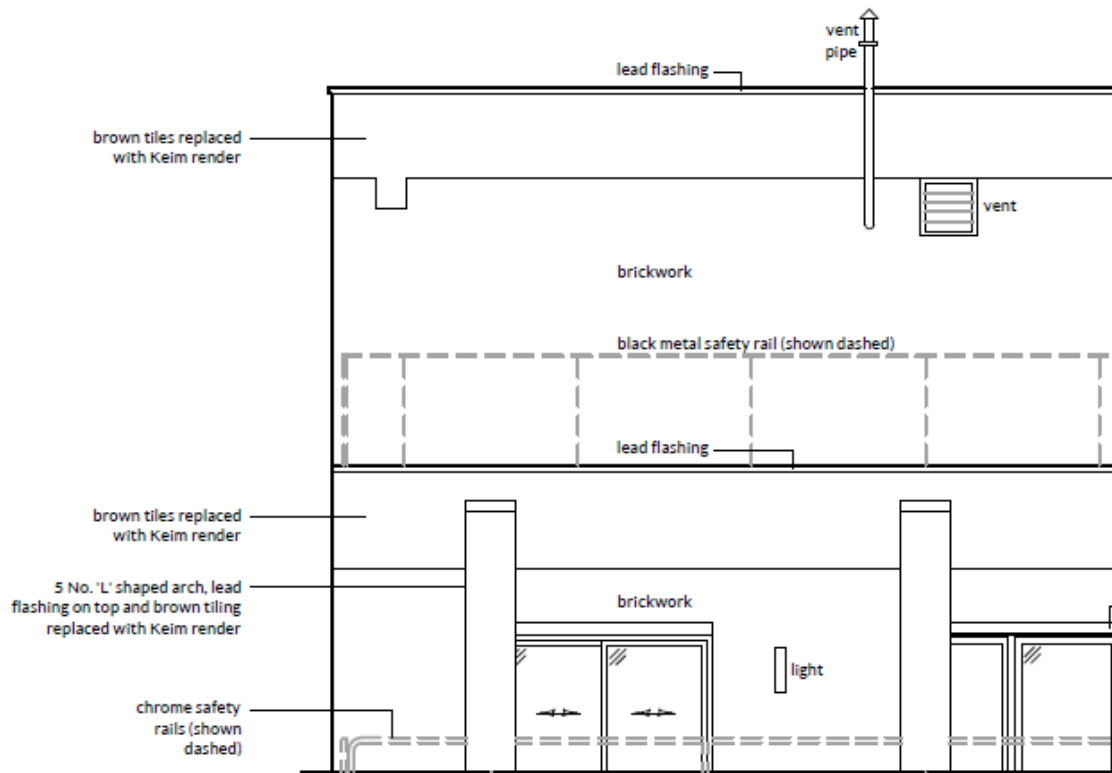


Figure 8: Proposed materials on north elevation

## Planning History

There have been a number of planning applications in respect of the subject property, relating to its use as offices, but we highlight the following:

- **2008/3260/P:** alterations to the rear elevation to provide rendered finish to vertical faces of rear terraces. The proposed cream coloured render, in place of tiles which previously clad the vertical faces of the rear terraces, was considered appropriate and planning permission was granted on 27<sup>th</sup> August 2008.
- **2014/2492/P:** new finishes and signage to ground floor, ventilation louvers to existing windows and handrails on 5<sup>th</sup>-7<sup>th</sup> floors on south elevation, louvers to plant enclosure and external painting. Planning permission was granted on 19<sup>th</sup> June 2014.

## Policy Compliance

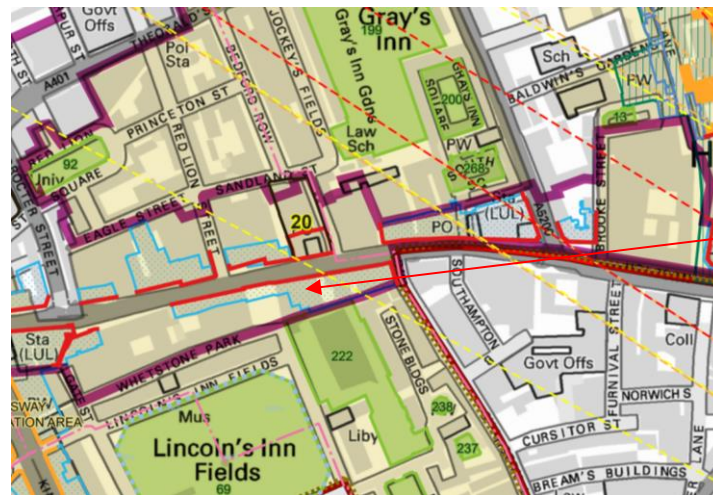
We consider the following policies to be relevant to the application proposals.

### London Plan, 2021

- **GG5 Growing a Good Economy:** the site falls within the CAZ where new economic activity is encouraged. The proposed development comprises the renewal of the external fabric of the building due to the deterioration of the existing wall hung tiles, some of which have fallen off. The proposed Keim will provide a robust finish to the exterior of the property, protecting the fabric of the building and ensuring its continued contribution to office floorspace in the CAZ.
- **Policy E1 Offices:** encourages improvements to the quality, flexibility and adaptability of existing offices. The proposed renewal of the exterior of the building represents a sustainable way to enhance and protect existing office floorspace.
- **Policy HC1 Heritage Conservation and Growth:** advises that development should identify, value, conserve, restore and re-use heritage assets, including listed buildings and conservation areas. The subject property is not listed, and the works to the front elevation do not affect nearby listed buildings. It falls within the Bloomsbury Conservation Area and in this respect the works are considered to enhance the appearance of the conservation area by replacing worn and deteriorating tiles with render. The render would complement the stone and brick work on the front elevation and be consistent with the render of the rear/southern elevation.


### Camden Local Plan 2017

The Proposals Map accompanying the Local Plan indicates that the site falls within the Holborn Growth Area, the Central London Area and the Bloomsbury Conservation Area, as shown on the extract below.



289 High Holborn

Figure 9: Extract from Camden Local Plan Proposal Map

-  Growth Area
-  Central London Area
-  Conservation Area

As such, the following planning policies are considered to be relevant to the application proposal:

- **Policy E1: Economic Development:** promotes a strong economy with a stock of good quality business premises to meet the needs of the borough.
- **Policy E2 Employment Premises and Sites:** seeks to protect existing employment sites and premises.
- **Policy D1 Design:** promotes high quality design
- **Policy D2 Heritage:** The Council will preserve and, where appropriate, enhance Camden’s rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens and locally listed heritage assets.

The Draft New Camden Local Plan, Regulation 18, was issued for public consultation in January 2024. Its policies are at an early stage and are not given weight in the context of this planning application.

The proposed development will meet the key policy objectives above by renewing the external fabric of the building, protecting and upgrading the existing office stock. Keim is a robust material, available in a range of colours, which will provide a contemporary finish, therefore complementing the style of the existing building. The upper floors are not visible from street level. Notwithstanding this, the proposed works will respect the location of the building within the Bloomsbury Conservation Area and not harm the heritage asset.

We trust the enclosed meets with your approval, but should you have any queries, please do not hesitate to contact me.

Yours faithfully

**LOUISE MORTON**

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