

Application ref: 2024/1860/P  
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Date: 18 June 2024

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
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Quadrant Town Planning Ltd  
The Office  
14 Harcourt Close  
Henley on Thames  
RG9 1UZ

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:  
**289-293 High Holborn**  
**London**  
**Camden**  
**WC1V 7HZ**

Proposal:

External works to the 7th and 8th floor, incorporating removal of existing tile cladding and application of pigmented render (Keim)

Drawing Nos:

EL.02 Rev A

EL.01 Rev B

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the

following approved plans: EL.02 Rev A, EL.01 Rev B

Reason: For the avoidance of doubt and in the interest of proper planning.

- 3 All new external work shall be carried out in materials that resemble, as closely as possible, in colour and texture those of the existing building, unless otherwise specified in the approved application.

Reason: To safeguard the appearance of the premises and the character of the immediate area in accordance with the requirements of policy D1 and D2 of the London Borough of Camden Local Plan 2017.

- 4 Details of the colour of the render to be used shall be submitted to the Local Planning Authority and agreed in writing prior to the render being applied to the building.

Reason: To preserve the appearance of the conservation area.

Informative(s):

- 1 Reasons for granting planning permission:

The proposal is for external works to the 7th and 8th floor of the ten-storey office building, incorporating removal of existing tile cladding and the application of pigmented render. The building was constructed in 1973 and is not listed but is within the Bloomsbury conservation area.

The building is constructed externally from pre-cast concrete panels to the front elevation and render to the rear. The two upper floors on the front elevation are finished in a mix of brown brick and hanging tiles. It is proposed to remove the brown tiles on the columns and bands at 7th and 8th floor levels and replace with a pigmented render. The existing brickwork will remain. The colour of the render has not yet been chosen and this will be subject to condition.

It is considered that, due to its set-back location behind the front elevation, resulting in limited views from the public realm, the proposal would not detract from the overall character or appearance of the building or wider Conservation Area.

By virtue of their nature and location, the proposals are acceptable in visual amenity terms.

No neighbour objections were received prior to the determination of the application. Bloomsbury CAAC were consulted but provided no comments.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with Policies D1 and D2 of the

London Borough of Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the National Planning Policy Framework 2023.

- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 4 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice about your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned in the upper left corner of the page.

Daniel Pope  
Chief Planning Officer