

Heritage Statement for New Shopfront at 230 High Holborn

Introduction

This heritage statement supports the proposed new shopfront at 230 High Holborn, located within Kingsbourne House and within the Bloomsbury Conservation Area. The design seeks to respect and enhance the area's historic character while meeting contemporary retail requirements.

Context

230 High Holborn is situated among a diverse range of architectural styles, particularly notable for its proximity to high-quality interwar buildings, including Nos. 233 and 235-238. It forms part of Kingsbourne House at Nos. 229-232, which exhibits similar design elements, such as ribbon windows and rendered bands, contributing to a cohesive streetscape narrative. No. 233, a Grade II listed building, showcases the Modern Movement in architecture with its concrete frame, white cement-rendered walls, and distinctive ground-floor shopfront clad in black marble.

Design Approach

The proposed shopfront design includes the following features:

- **Materials:** The shopfront will be clad in white glazed porcelain tiles arranged vertically, providing a modern aesthetic that enhances light reflection and visibility.
- **Frames and Doors:** Doors and window frames will be constructed from dark stained hardwood, adding warmth and texture that complements the porcelain tiles while respecting traditional craftsmanship in the area.
- **Proportions:** The proportions of the window and door openings are designed to align with the fascia board of the adjacent premises at No. 229 and the doorway opening at No. 231, ensuring a harmonious relationship with the surrounding architectural context.
- **Signage:** Signage will be designed to be discreet and historically contextual. Black lasercut steel lettering will be in keeping with the minimal, modern aesthetic.
- **Lighting:** There will be no external lighting or backlit signage.

Impact on Heritage

The proposed shopfront will positively impact the heritage value of the Bloomsbury Conservation Area by:

- **Maintaining Visual Integrity:** The thoughtful design will complement the architectural elements of surrounding buildings, preserving the streetscape's visual coherence.
- **Revitalizing Commercial Appeal:** By enhancing the commercial attractiveness of High Holborn, the proposal supports the area's vibrancy and economic health.
- **Respecting Historical Significance:** The design acknowledges the historical value of nearby interwar buildings while introducing a modern retail element that engages with the local community.

Conclusion

In conclusion, the proposed shopfront at 230 High Holborn, located within Kingsbourne House, has been designed with careful consideration of the Bloomsbury Conservation Area's historical and architectural context. By incorporating white glazed porcelain tiles and dark stained hardwood for the doors and window frames, along with proportions that align with adjacent buildings, the shopfront aims to enhance the area's character while accommodating contemporary retail needs. We believe this proposal will positively contribute to the heritage and aesthetics of High Holborn.