

Application ref: 2024/4692/P
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Date: 3 December 2024

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

Phone: 020 7974 4444

planning@camden.gov.uk

www.camden.gov.uk/planning

EAST JR Ltd
341 Cambridge Heath Road
London
London
E2 9LH
United Kingdom

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted

Address:
230 High Holborn
London
Camden
WC1V 7EG

Proposal:

Replacement of shopfront including installation of retractable awning.

Drawing Nos: Heritage Statement, Shopfront Planning 01 Rev C, Shopfront Planning - Details 02 Rev C, Shopfront Planning - Existing 03 Rev C.

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: Heritage Statement, Shopfront Planning 01 Rev C, Shopfront Planning - Details 02 Rev C, Shopfront Planning - Existing 03 Rev C.

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

Informative(s):

1 Reasons for granting permission.

The proposal is for the replacement of the shopfront including installation of retractable awning. The building is not listed but it is situated within the Bloomsbury conservation area. Currently the ground floor unit the subject of this application has a grey aluminium fascia and frontage. It is proposed to clad the shopfront with white glazed porcelain tiles arranged vertically. Doors and window frames will be constructed from dark stained hardwood and 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. Black laser cut steel lettering will be installed over the window and is non-illuminated and small in size. A grey retractable awning will be installed at the top of the fascia which will have minimal lettering branding.

The design and materials of the proposed shopfront and awning are considered appropriate on the host building and would result in the enhancement of the character and appearance of the host building, streetscene and the conservation area in this location.

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

No neighbour objections were received prior to the determination of the application. Bloomsbury CAAC were consulted but did not comment. The planning history of the site has been taken into account when coming to this decision.

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 A1, D1 and D2 of the London Borough of Camden Local Plan 2017. The proposed development also accords with the Bloomsbury Conservation Area Appraisal and Management Strategy 2011, 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) 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 the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

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



Daniel Pope
Chief Planning Officer