

**London Borough of Camden  
2nd Floor, 5 Pancras Square  
c/o Town Hall, Judd Street  
London  
WC1H 9JE**

07.02.2020

Dear Sir/Madam,

**Swan House, 37-39 High Holborn, London, WC1V 6AE  
Town and Country Planning Act 1990 (as amended)  
Application for Full Planning Permission**

We write to submit an application for full planning permission at Swan House, 37-39 High Holborn, London, WC1V 6AE ('the site') for a change of use from Use Class A3 (restaurant) to flexible Use Class A1-A3 and D1- D2.

Full planning permission is sought for:

**'Change of use of part of the ground floor and basement at 37-39 High Holborn from Use Class A3 to flexible Use Class A1-A3 and D1- D2.'**

### **Site and Surroundings**

The unit is located within the London borough of Camden on the north side of High Holborn, and was occupied by a large Starbucks seating c.90 covers (Use Class A3) over ground and basement for 18 years from October 2000 until closing mid last year (2019).

All of the immediately surrounding properties are believed to have non-residential or commercial accommodation. The closest residential properties are in 31-33 High Holborn to the east of the site and 7 & 8 Warwick Court to the north. The majority of the ground floor accommodation in the surrounding buildings are occupied by retail or restaurants and cafes. The site is also located within the Bloomsbury Conservation Area.

### **Planning History**

In June 1958 planning permission was granted allowing the change of use of part of the ground floor from a building society to a restaurant (ref. TP2890/2195). A second consent allowed a change of use from part of the ground floor unit to use

as a showroom (ref. TP2890/7000). In November 1981 the council refused an application for a mansard style roof extension and extension at first floor level to the rear (ref. 33156), which was later overcome at appeal. Later entries relate to external alterations to the building and signage.

## Proposals

The proposals seek permission for the change of use of part of the ground floor and basement as indicated on the submitted drawings from Use Class A3 (restaurant) to flexible Use Class A1-A3 and D1-D2 (non-residential Institutions). The proposed flexible use would allow unhindered occupation by shop (A1), restaurant(A3), medical clinic (D1) or gym (D2).

It is intended that in the proposed scheme the unit at ground, labelled Unit A and the unit at basement labelled Unit C could be one large unit linked via a tenant staircase or that the units could be standalone with Unit A accessed as existing from High Holborn and Unit C given a dedicated entrance from Warwick Court as indicated on the plans. Unit B, currently tenanted by Vision Express would stay in Unit B but consolidate their demise to a Ground floor unit only.

## Planning Policy Assessment

The site is within the boundary of the London Borough of Camden. The site is identified as being located within a designated Growth Area and within a Conservation Area. Furthermore, both the High Holborn and Warwick Close frontages of the site are identified as part of a Primary Shopping Frontage and the Central London Frontage.

Policy TC2 of the Camden Local Plan protects primary shopping frontages as locations with a high proportion of shops (A1) in order to maintain the retail function of the centre. Appendix 4 of the Local Plan notes that the following proportions must be complied with within each individual primary frontage within Holborn:

- a minimum of 50% of the units within class A1 (shops); and
- a maximum of 25% can be within A3 (restaurants and cafes), A4 (drinking establishments) and A5 (hot food takeaway) uses combined.

Notwithstanding the above, Policy TC2 promotes provision for a range of shops, services, food, drink and entertainment and other suitable uses to ensure vibrancy, variety and choice.

Given the commercial nature of the area and the existing Class A3 use, the proposed new flexible Class A1/A3, D1-D2 use would not be considered to have any further impacts than the existing land use or cause harm to the character of the Conservation Area.

## **Application Documentation**

For the application for full planning permission, the following documents have been submitted via the planning portal (PP-08499174) in accordance with London Borough of Camden requirements;

- Completed full planning application form
- Covering Letter
- Site Location Plan (drawing refs 2020-06-DR-A-001 and 2020-06-DR-A-002)
- Existing and Proposed floorplans (drawing refs 2020-06-DR-A-003, 2020-06-DR-A-004, 2020-06-DR-A-005, 2020-06-DR-A-006)
- Waste Strategy document
- Existing and Proposed Areas

An electronic payment of £462.00 will be made to Planning Portal to cover the cost of the full planning application

We look forward to receiving confirmation of validation of the application. In the meantime, should you have any queries please contact Catherine Manby (DD +44 207 478 8572) of this office.

Yours sincerely,

Catherine Manby

**Development Manager**