



PLANNING BY DESIGN

FROM CONCEPT TO COMPLETION

Heritage Impact Statement

55, Marchmont Street, London WC1N 1AP

Change of use – Conversion of costa coffee to Tapas Restaurant (class E) with associated internal and external alterations, including to shop front, and advertisement signage

Written and prepared by Planning By Design on Behalf of KT&TT LTD

1. Introduction and Methodology

This Heritage Statement has been prepared by Planning by Design and was produced in September 2024 on behalf of KT&TT LTD.

This assessment is intended to accompany an application for planning permission with listed building consent, and an associated advertising consent application for a proposed change of use – conversion of costa coffee to Tapas Restaurant (su) with associated internal and external alterations, including to shop front, and advertisement signage at 55, Marchmont Street, London WC1N 1AP (the site).

The aim of this report is to satisfy the requirement of paragraph 200 (previously paragraph 194) of the National Planning Policy Framework 2023, which indicates that applicants should provide a description of the significance of any heritage assets affected by their proposals (including any contribution made by their setting). This assessment is informed by an analysis of the site, the existing buildings and their environs. The Heritage Statement is further informed by an analysis of historic maps of the area, and a review of known information about the site from various sources.

2. Heritage Planning Context

The site is located within the ground and basement floors of 55 Marchmont Street, London WC1N 1AP, which occupies a mid-terrace property on the western side of Marchmont Street, within a mixed use (commercial and residential) area. The space is currently registered as Costa Coffee café and shop, however, it is currently vacant.

The site is located within the established development boundary, as per the local plan policies map.

As per the council policy map, the site is associated with the following designations:

- Grade II Listed Building
- Bloomsbury Conservation Area
- Neighbourhood Centres in the Central Activity Zone ○ Marchmont Street – Leigh Street
- Local Plan Central London Area
- Protected Views and Vistas:
 - Blackheath Point to St Paul's Cathedral
 - Greenwich Park Wolfe statue to St Paul's Cathedral
 - Primrose Hill summit to St Paul's Cathedral



Fig.1 - Site Location Plan

3. Legislation, planning policy and guidance.

The proposals should be assessed in accordance with the following policies and guidance which seek to protect the significance of designated heritage assets and their settings:

- Planning (Listed Buildings and Conservation Areas) Act 1990
- Planning (Listed Buildings and Conservation Areas) Regulations 1990 (as amended)
- National Planning Policy Framework (2023)
- National Planning Practice Guidance –Enhancing and Conserving the Historic Environment (Revised July 2019)
- Historic England’s Good Practice Advice in Planning Note 2 “Managing Significance in Decision-Taking in the Historic Environment”
- Historic England’s Good Practice Advice in Planning Note 3 “The Setting of Heritage Assets (2nd Edition)”
- Camden Local Plan
- The London Plan
- Bloomsbury Conservation Area Appraisal and Management Plan

At the heart of the National Planning Policy Framework (NPPF) is a strong presumption in favour of sustainable development (paragraphs 11-14).

The purpose of this Heritage Statement is to satisfy paragraph 200 (previously paragraph 194) of the National Planning Policy Framework which states that 'In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contributions made by their setting' and to assess whether the proposed development meets the test of sustainable development as regards its impact on the historic environment.

The NPPF requires in the case of all heritage assets, designated or otherwise, that local planning authorities should take into account 'the desirability of sustaining and enhancing the significance of such heritage assets and of putting them to viable uses consistent with their conservation' (NPPF 2023 paragraph 203a – previously 197a).

If the development will lead to 'substantial harm' to the significance of a designated heritage asset, paragraph 207 (previously paragraph 202) of the NPPF indicates that the development should be refused consent by the local planning authority, unless it can be proved that the loss or damage to the asset can be outweighed by substantial benefits to the public or if the proposal can meet a number of specific conditions. If the development leads to 'less than substantial harm' to the significance of a designated heritage asset, paragraph 208 indicates that this harm still needs to be assessed against the public benefit of the scheme and whether or not the viability of the site is being optimised.

In contrast to designated heritage assets, the NPPF does not require planning authorities to give 'great weight' to the conservation of non-designated heritage assets. It does not require that harm requires 'clear and convincing justification'. Instead, the NPPF states that: 'The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that affect directly or indirectly non designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.' (NPPF paragraph 209).

Paragraph 138 of the Historic England Conservation Principles, Policies and Guidance states that new work or alteration to a significant place should normally be acceptable if:

- a) there is sufficient information comprehensively to understand the impacts of the proposal on the significance of the place;
- b) the proposal would not materially harm the values of the place, which, where appropriate, would be reinforced or further revealed;
- c) the proposals aspire to a quality of design and execution which may be valued now and in the future;
- d) the long-term consequences of the proposals can, from experience, be demonstrated to be benign, or the proposals are designed not to prejudice alternative solutions in the future.

4. Local Planning Policy

London Plan 2021

• **Policy HC1 - Heritage Conservation and Growth**

A. *Boroughs should, in consultation with Historic England, local communities and other statutory and relevant organisations, develop evidence that demonstrates a clear understanding of London's historic environment. This evidence should be used for identifying, understanding, conserving, and enhancing the historic environment and heritage assets, and improving access to, and interpretation of, the heritage assets, landscapes and archaeology within their area.*

B. *Development Plans and strategies should demonstrate a clear understanding of the historic environment and the heritage values of sites or areas and their relationship with their surroundings. This knowledge should be used to inform the effective integration of London's heritage in regenerative change by:*

1) setting out a clear vision that recognises and embeds the role of heritage in placemaking

2) utilising the heritage significance of a site or area in the planning and design process

3) integrating the conservation and enhancement of heritage assets and their settings with innovative and creative contextual architectural responses that contribute to their significance and sense of place

4) delivering positive benefits that conserve and enhance the historic environment, as well as contributing to the economic viability, accessibility and environmental quality of a place, and to social wellbeing.

C. *Development proposals affecting heritage assets, and their settings, should conserve their significance, by being sympathetic to the assets' significance and appreciation within their surroundings. The cumulative impacts of incremental change from development on heritage assets and their settings should also be actively managed. Development proposals should avoid harm and identify enhancement opportunities by integrating heritage considerations early on in the design process.*

D. *Development proposals should identify assets of archaeological significance and use this information to avoid harm or minimise it through design and appropriate mitigation. Where applicable, development should make provision for the protection of significant archaeological assets and landscapes. The protection of undesignated heritage assets of archaeological interest equivalent to a scheduled monument should be given equivalent weight to designated heritage assets.*

E. Where heritage assets have been identified as being At Risk, boroughs should identify specific opportunities for them to contribute to regeneration and place-making, and they should set out strategies for their repair and re-use.

Camden Local Plan 2017

• 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.

Designated heritage assets

Designed heritage assets include Conservation Areas and Listed Buildings. The Council will not permit the loss of or substantial harm to a designated heritage asset, including Conservation Areas and Listed Buildings, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- a. the nature of the heritage asset prevents all reasonable uses of the site;*
- b. no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation;*
- c. conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and*
- d. the harm or loss is outweighed by the benefit of bringing the site back into use.*

The Council will not permit development that results in harm that is less than substantial to the significance of a designated heritage asset unless the public benefits of the proposal convincingly outweigh that harm.

Conservation Areas

Conservation Areas are designated heritage assets and this section should be read in conjunction with the section above headed 'designated heritage assets'. In order to maintain the character of Camden's Conservation Areas, the Council will take account of Conservation Area statements, appraisals and management strategies when assessing applications within Conservation Areas. The Council will:

- e. require that development within Conservation Areas preserves or, where possible, enhances the character or appearance of the area;*
- f. resist the total or substantial demolition of an unlisted Building that makes a positive contribution to the character or appearance of a Conservation Area;*

g. resist development outside of a Conservation Area that causes harm to the character or appearance of that Conservation Area; and

h. preserve trees and garden spaces which contribute to the character and appearance of a Conservation Area or which provide a setting for Camden's architectural heritage.

Listed Buildings

Listed Buildings are designated heritage assets and this section should be read in conjunction with the section above headed 'designated heritage assets'. To preserve or enhance the borough's Listed Buildings, the Council will:

i. resist the total or substantial demolition of a Listed Building;

j. resist proposals for a change of use or alterations and extensions to a Listed Building where this would cause harm to the special architectural and historic interest of the building; and

k. resist development that would cause harm to significance of a Listed Building through an effect on its setting.

Archaeology

The Council will protect remains of archaeological importance by ensuring acceptable measures are taken proportionate to the significance of the heritage asset to preserve them and their setting, including physical preservation, where appropriate.

Other heritage assets and non-designated heritage assets

The Council will seek to protect other heritage assets including non-designated heritage assets (including those on and off the local list), Registered Parks and Gardens and London Squares. The effect of a proposal on the significance of a non-designated heritage asset will be weighed against the public benefits of the proposal, balancing the scale of any harm or loss and the significance of the heritage asset.

5. Assessment of Significance

Heritage Assets

The heritage assets affected by the development include:

- Bloomsbury Conservation Area
- Grade II Listed building.

The Conservation Area

The site falls within Bloomsbury Conservation Area, the boundary of which is shown in the map below:

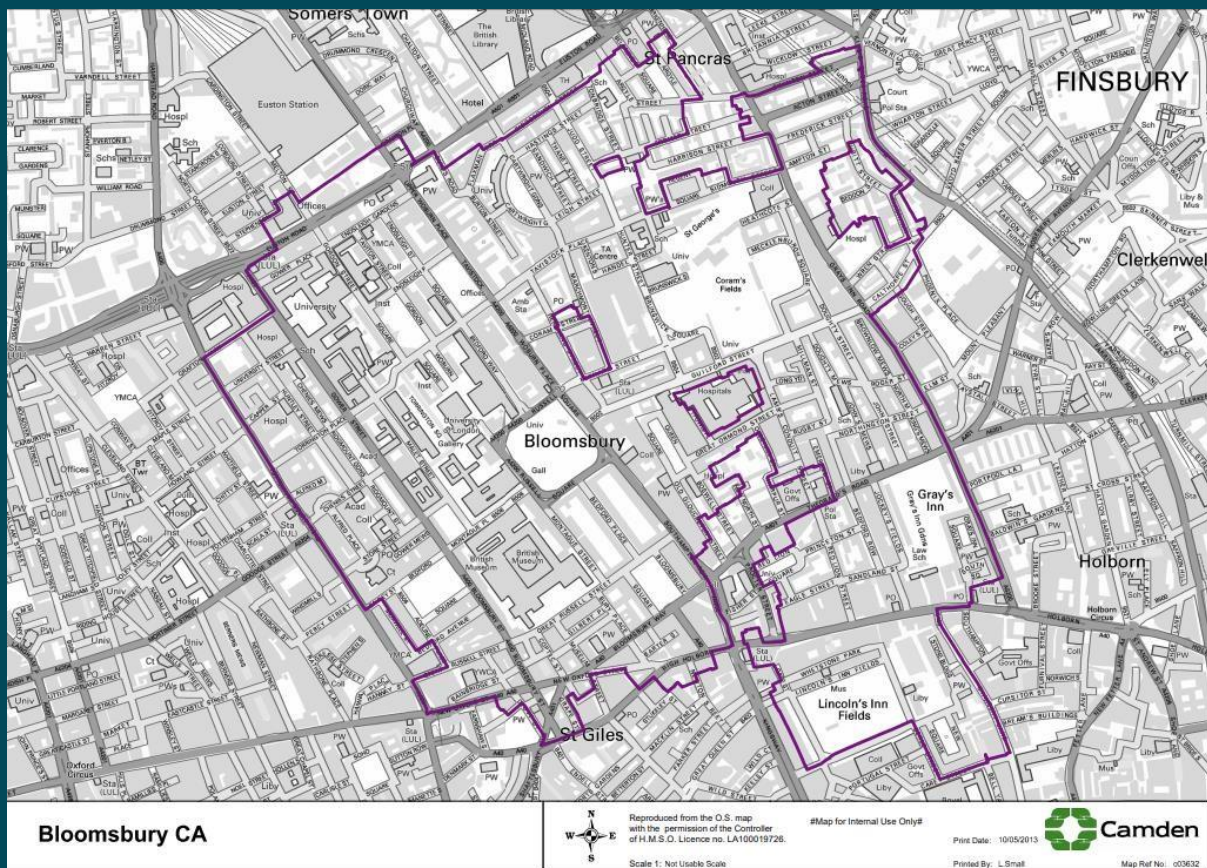


Fig. 2 Map showing boundary of Bloomsbury Conservation Area

The Conservation Area Appraisal and Management Plan states the following:

Introduction

1.1 “Bloomsbury Conservation Area covers an area of approximately 160 hectares extending from Euston Road in the north to High Holborn and Lincoln’s Inn Fields in the south and from Tottenham Court Road in the west to King’s Cross Road in the east.

1.2 Bloomsbury is widely considered to be an internationally significant example of town planning. The original street layouts, which employed the concept of formal landscaped squares and an interrelated grid of streets to create an attractive residential environment, remain a dominant characteristic of the area. Despite Bloomsbury’s size and varying ownerships, its expansion northwards from roughly 1660 to 1840 has led to a notable consistency in the street pattern, spatial character and predominant building forms. Today, the area’s underlying townscape combined with the influence of the major institutional uses that established in the district and expanded over time is evident across the large parts of the Conservation Area. Some patterns of use have changed over time, for example, offices and hotels came to occupy former family dwelling houses as families moved out of central London to the suburbs during the later 19th and 20th centuries. However, other original uses have survived and help to maintain the area’s distinctive and culturally rich character (the most notable include hospitals, university and academic uses, cultural institutions such as museums, legal uses, and on a smaller scale, specialist retailers including booksellers and furniture shops).

1.3 Bloomsbury is also internationally known as a result of its association with the literary Bloomsbury Group whose main proponents including Virginia Woolf were based in Gordon Square in the early 20th century.

Designation

1.8 The initial designation of Bloomsbury as a conservation area in 1968 sought to protect elements of development from the Georgian and earlier eras, but excluded areas where there had been significant later redevelopment. There have been numerous subsequent extensions that have mostly reflected a growing appreciation of Victorian and Edwardian and high quality 20th century architecture.

Location and Context

3.1 The Bloomsbury Conservation Area is located within central London, its southern boundary around 750 metres north of the River Thames. It covers an area of approximately 160 hectares which extends from Lincoln's Inn Fields and High Holborn to Euston Road and from King's Cross Road to Tottenham Court Road.

3.2 The Conservation Area is situated midway between the earlier settlements of the City of London and the City of Westminster. Conservation Area is located to the northern periphery of the older areas of Soho and Covent Garden, which had been developed during second half part of the 17th century and now are a focus for leisure and entertainment. To the south-east is Finsbury which extends into the financial district of the City. Clerkenwell lies to the east. To the north of the Conservation Area, the great Victorian railway termini of King's Cross, St Pancras and Euston line the northern side of Euston Road. To the west is Fitzrovia extending to the boundary with Westminster.

Views and Vistas

3.14 Although the area is strongly influenced by a formal pattern of streets and spaces it was not planned to create distinctive formal vistas to architectural set pieces such as churches, other than the view to the Foundling Hospital (demolished 1926). The relatively flat topography also means that views are not created by changing levels. The visual characteristics of the Conservation Area therefore derive from the experience of moving between streets, squares and other spaces, and the contrast created between enclosure and open spaces. Owing to the role of trees within the Conservation Area within streets and squares, there is a notable difference in the visual characteristics in summer and winter. Also of importance in appreciating the character of the area are the views of the plainer backs of terraces where these remain intact, creating an interesting contrast with the polite and formal frontages. Where there are set piece buildings (such as The British Museum and St George's Church in Bloomsbury Way) these generally become evident as landmarks in the streetscape.

3.15 There are a few notable views to landmarks within and outside the Conservation Area that assist orientation and navigation, the main ones being:

- *View west along High Holborn to Commonwealth House*

- Views east and west along Euston Road to St Pancras Church
- View north along Judd Street to St Pancras Station and the British Library
- Views of Senate House from Russell Square in the east and Store Street/Tottenham Court Road in the west
- Views north along Coptic Street, Museum Street and Bury Place, and east and west along Great Russell Street of the British Museum.

3.16 Historically, it was the undeveloped views northwards to the hills of Highgate and Hampstead that were prized by the area's residents and developers, prior to the development of areas such as Camden Town and before the construction of the railway termini on Euston Road. These views had an influence on the pattern and nature of development. One example of this is the northern side of Gray's Inn, which was deliberately left open.

Prevalent and Traditional Building Materials

3.25 Brick is the predominant building material used across the Conservation Area as it was the cheapest locally available material. The closest brickfields were to be found at Hampstead Heath and Copenhagen Fields (in the London Borough of Islington). Red brick is seen in some of the earlier brick built developments of the Tudor and Georgian period, whereas London stock was used from circa 1800. Red brick is also common in late Victorian and Edwardian buildings. Stone is also evident, cut into smooth blocks or used as cladding, and is most widely used in the construction of churches, the British Museum and key buildings in institutional uses.

3.26 Red brick, stone and stucco are all used as contrasting detailing in the articulation of frontages. The use of stucco is seen more commonly in buildings dating from the early 18th century, initially at ground floor level to mimic rusticated stone, and from the 1820s over entire facades of a classical design.

3.27 From the late 19th century the use of glazed tiling, terracotta and faience began to be seen on public houses and other buildings (Russell Square Underground Station, the Russell Hotel). During the second half of the 20th century the use of concrete became more frequent, with varying degrees of success. More recently glass and steel have been utilised to create a new 21st century architecture of a light and precise character.

Characteristic Details

3.28 The predominant architectural styles of the Conservation Area are classically derived, regardless of period or building type.

3.29 The terraced townhouses have a number of characteristic details in their design including the repeated pattern of windows, reducing in height from the first floor upwards signifying their reducing significance, with properties generally being three windows across. In key locations the elevations were designed as unified compositions to give a grander, palatial scale, such as the terrace on the east side of Mecklenburgh Square. Windows are mainly sliding sashes, which range from the earliest examples set close to the face of the building and with thicker glazing bars, as are found in houses in Great James Street, to the more delicate division and recessed sashes of the late Georgian and Regency periods of which there are numerous

examples. Doorways may have arched openings, flat roof timber porches on brackets, pediments and occasionally porticos. Other common elevation details include segmented heads, rubbed brick arches, the use of stone banding, delicate cast iron balconies and intricate fanlights. At roof level the individual townhouses are terminated with chimney stacks and pots, and in some terraces the party wall is expressed. Roofs are mainly covered in natural slate, but clay tiles can be found on earlier townhouses.

3.30 There is a notable character created by the consistent use of cast iron railings along frontages to separate the pavement from the basement lightwell. The details of the railings vary with an interesting variety of classically derived motifs (including urns, trefoils, spears) and Art Nouveau and Art Deco detailing on later buildings.

3.31 Later developments of the late 19th and early 20th centuries tend to be more eclectic and more intricately detailed with a greater use of ornamentation including Gothic, Italianate, neo-Tudor, Baroque and Arts and Crafts influences. Forms such as gables, turrets, oriels and bays were introduced to create interest in the elevations and at eaves level.

3.32 The buildings of the later 20th century have detailing more influenced by the Modern Movement, although some developments have adopted a more imitative, historicist approach.

The appraisal covers the east side of Marchmont Street in its description of Sub Area 12: Corame Fields/ Brunswick Centre, it states:

5.223 The street block to the west is defined by Tavistock Place in the north, the Brunswick Centre in the south, Marchmont Street in the west and Hunter Street in the east. Development mainly dates from the late Victorian/Edwardian period."

Sub Area 13: Cartwright Gardens/ Argyle Square covers the westside of Marchmont Street, where the site is located, it states:

"5.237 The properties on Judd Street and Leigh Street are of four storeys and a number have had shopfronts inserted in the 19th century, several of which retain traditional architectural details. Marchmont Street, a predominantly residential neighbourhood in the early 1790s, had by 1840 developed into a typical early Victorian 'High Street'. There are also a number of public houses with fine 19th century frontages including The Norfolk Arms at No 28 Leigh Street and The John Russell on Marchmont Street. Most buildings in this area are characterised by stuccoed ground floors with upper floors built from London stock brick. Nearly all the houses have traditional style sash windows, with rubbed brick window heads. In Marchmont Street window surrounds and heads are more elaborate, since they are characterised by a mix of stone and stucco pediments. Other recurring features in this area are cast-iron front boundary railings, and wrought iron window balconies at upper level. On the north side of Leigh Street, at the junction with Judd Street, stands the nine-storey Medway Court, a postwar building of note designed by Denis Clarke-Hall (later renowned for forward-thinking school design) . It was built in 1949-55 by the then Borough of St Pancras as an experimental housing block. The ground-floor shops complement the shops on the south side of the street. The upper storeys consist of three wings with concave and convex sides, and flats off access balconies. The

building contributes to the Conservation Area by way of its lively modelling and detailing, including much use of patterning and colour.”

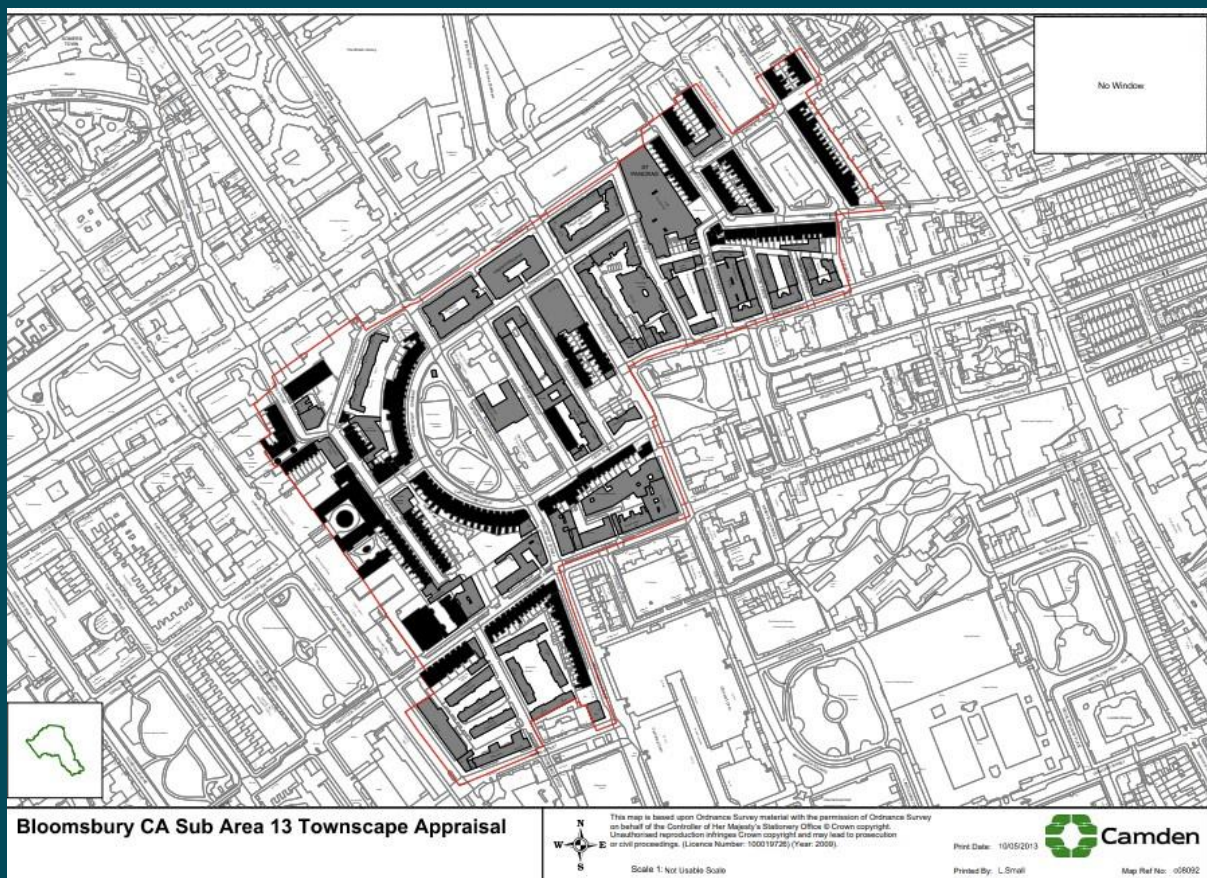


Fig. 3 – Map showing sub area 13 of Bloomsbury Conservation Area

The CA management plan also notes:

“5.10 There is also evidence of some lack of investment or poor standards of maintenance in secondary commercial/shopping areas, for example along King's Cross Road, Gray's Inn Road and Marchmont Street”

The Listed Building

Heritage Category: **Listed Building**

Grade: **II**

List Entry Number: **1113112**

Date first listed: **14-May-1974**

List Entry Name: **39-73, MARCHMONT STREET**

Statutory Address 1: **39-73, MARCHMONT STREET**

The historic England official listing states:

CAMDEN

TQ3082SW MARCHMONT STREET 798-1/95/1106 (West side) 14/05/74 Nos.39-73 (Odd)

GV II

Terrace of 18 houses with later shops. c1801-6. Yellow stock brick; Nos 45, 61 and 63 stucco. 4 storeys and cellars. 2 windows each. Mostly altered later C19 and C20 shopfronts. Gauged brick, (mostly reddened), flat arches to recessed sash windows, some with original glazing bars. Parapets. No.43: original wooden shopfront with pilasters and brackets carrying projecting cornice. Shop window altered. Round-arched house doorway with fluted jambs, lionhead stops, cornice-head, fanlight and panelled door. Shop doorway with fanlight and panelled door. No.45: architraved, recessed sash windows. Stucco cornice and blocking course. Nos 57 & 59: mid C19 wooden shopfronts with pilasters carrying entablature with dentil cornice flanked by enriched consoles. Shop window of No.59 with segmental-arched lights. Square-headed house doorways with overlights and panelled doors (No.57, C20). No.57 with wrought-iron sign bracket at 1st floor level. Nos 61 & 63: recessed sash windows with architraves and cornices. Bracketed stucco cornices at 3rd floor. Nos 65-73: with enriched fascia consoles. No.69: with plaque "St. G.B. 1817". No.71: with plaque "S PP 1791". INTERIORS: not inspected.

6. Heritage Impact of the Proposed Development

Proposed Development

Planning permission is sought for the proposed conversion of Costa Coffee to Tapas Restaurant (class E) with associated internal and external alterations, including to shop front, and advertisement signage at 55, Marchmont Street, London WC1N 1AP. The business will operate under the name "Vavi."

As part of the proposal there will be minor, attractive alterations to the shop frontage with regard to the external elevations. These will include a none illuminated fascia sign with metal letters, which will be powder coated in bronze, with thickness of 3mm, which represents a modest projection. There will be a White LED strip light, adjacent to this and luminance levels will not exceed 200 cd/m², above the fascia will be faux, fire retardant green plants, which will be securely fixed.

The existing shopfront wooden frame to be painted with exterior paint, colour: Brompton Road No 205, by Midlands, and vinyl will be added to the glazing. The existing retractable awning will also be repainted to match shopfront colour and the fabric and skirt of this will be replaced in a colour to match the shopfront.

Within the front patio area, the existing damaged floor tiles will be replaced with appropriate tiles which match the existing, and there will be freestanding outdoor furniture and freestanding planters located in this area.

Aside from the above, alterations primarily relate to an internal fit-out, which will include the addition of a commercial bar/kitchen area, furniture, redecoration, all of which will support

the new enterprise at the site. There will also be a bar area and furniture added to the rear patio.

Further information and the design and specific layout of the proposal can be found within the accompanying planning drawings.

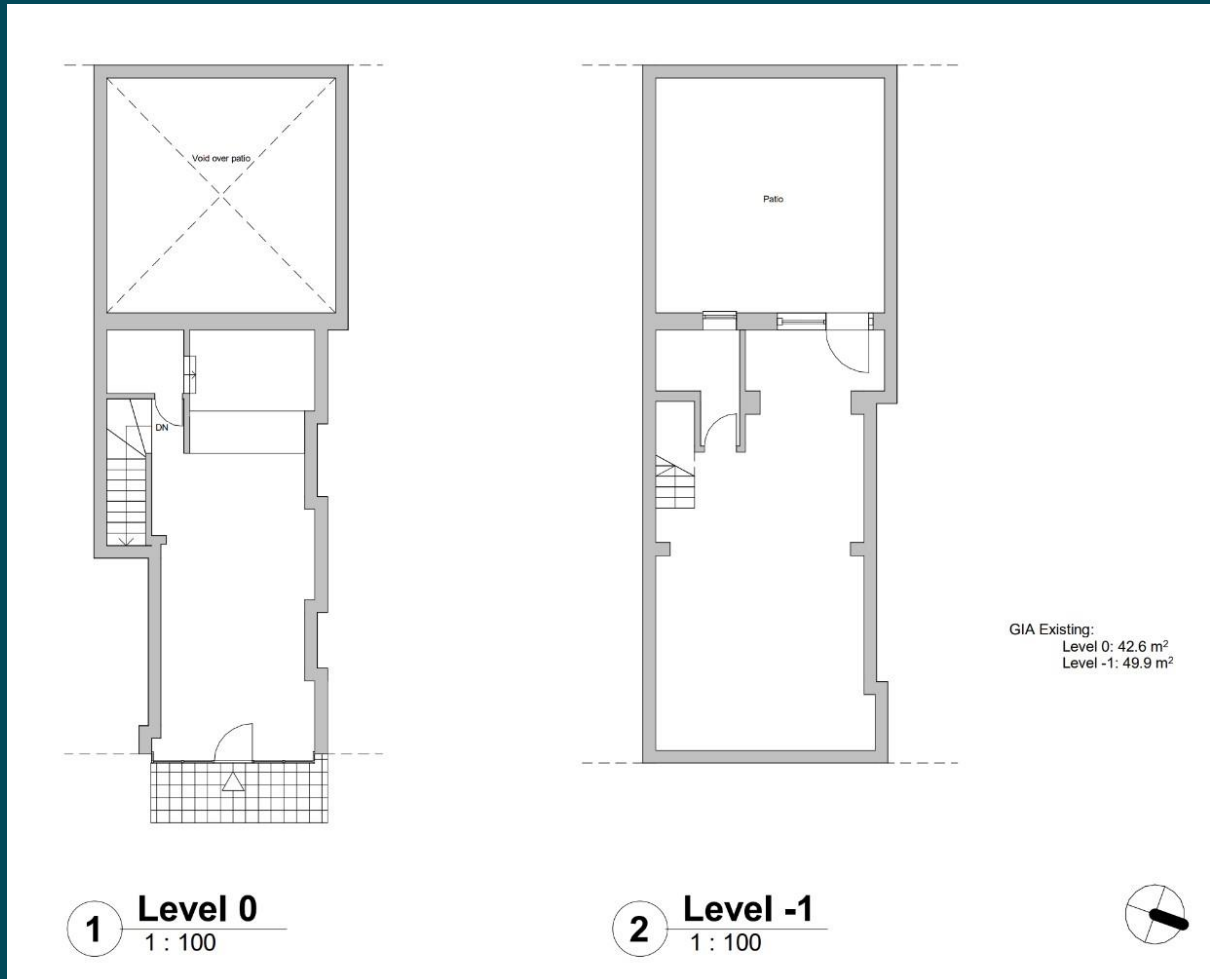


Fig. 4 - Existing Floor Plans

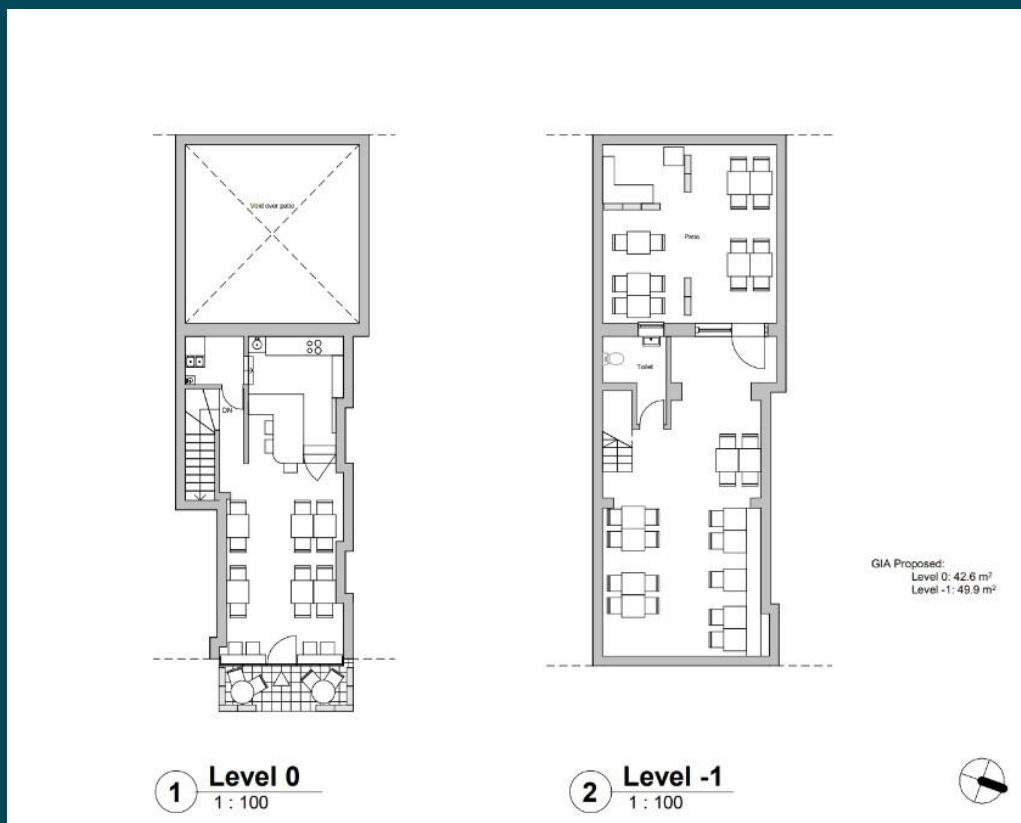


Fig. 5 – Proposed Floor Plans



Fig. 6 – Existing and Proposed Elevations

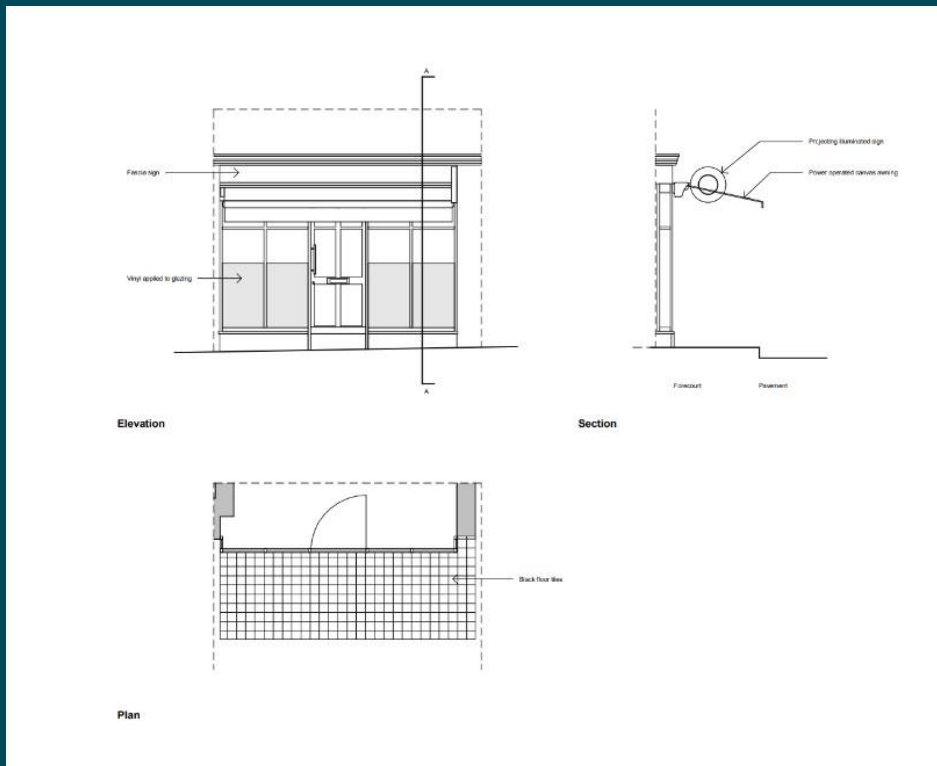


Fig. 7 - Existing Shopfront

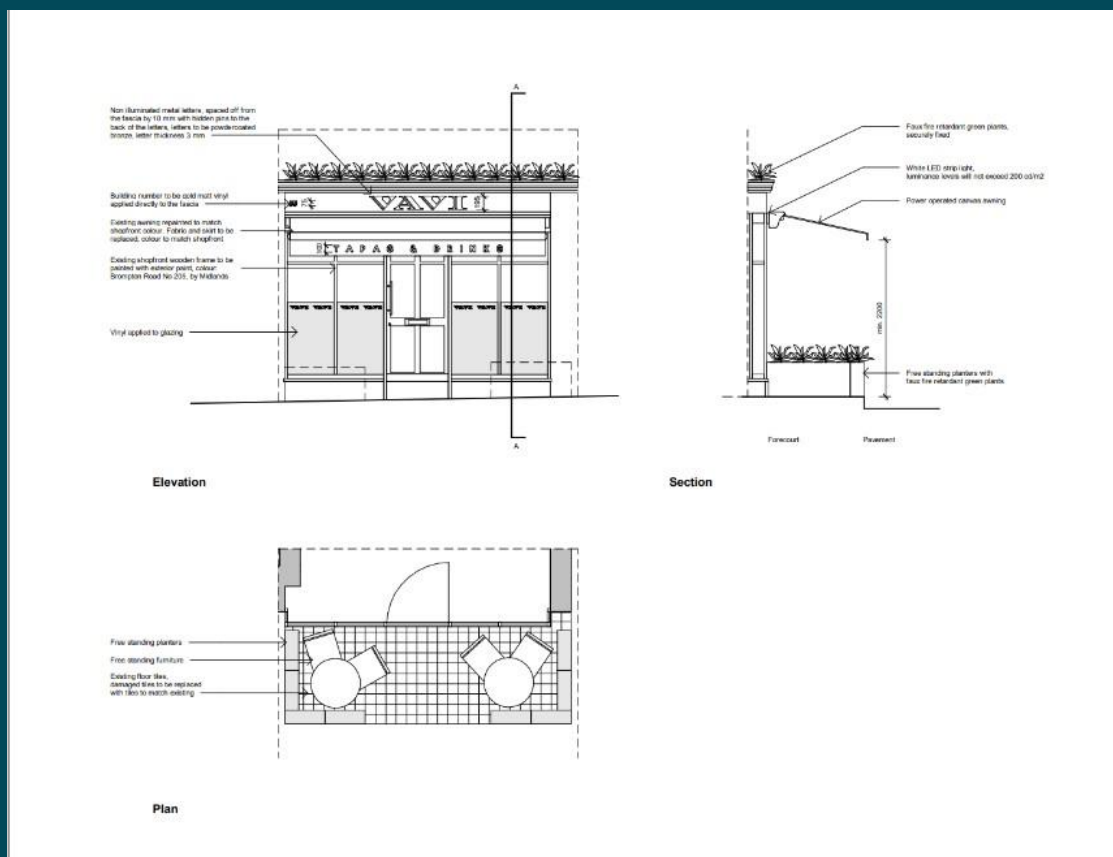


Fig.8 – Proposed Shop Front

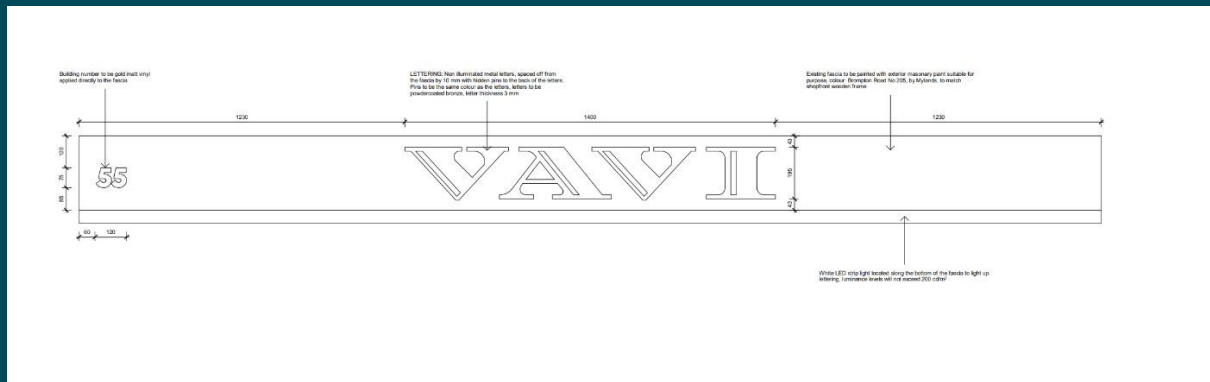


Fig. 9 – Proposed Fascia Signage



Fig. 10 – Bar Details

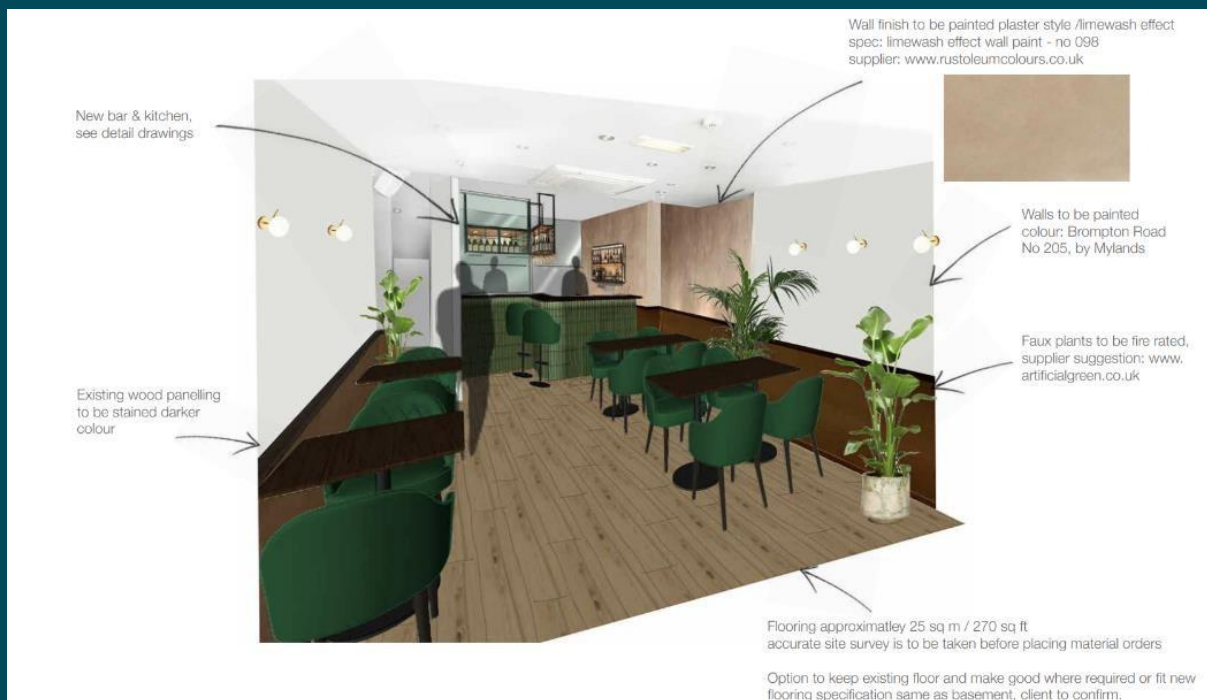


Fig. 11 – Ground Floor details

Assessment – Change of Use Application

The works proposed through this application would have no material impact on the significance of the Grade II listed building or its immediate setting which includes the Conservation Area.

The proposal involves low key adaptation of the interior layout of the building to support the proposed use. The proposed new layout and decoration is arguably unobjectionable as it is negligible and appropriate to the site and proposed usage, allowing the development to maximise the space available. The proposed change of use will be designed and executed in a manner that respects and complements the architectural style and period of the building. The interior design and furnishings will be chosen to be sympathetic to the historic character of the space, ensuring a cohesive and harmonious integration of the business within the existing fabric of the building.

To further the above, the alterations to the exterior of the property will be tasteful and attractive, paying particular sensitivity to stylistically and appropriately repairing damaged structural and decorative exterior aspects of the property, such as the exterior tiling. The painting of the aspects of the front elevation will also be tasteful and allow the decorative detailing to be highlighted by the use of the proposed colour, thereby enhancing the asset. The signage proposed is also simple and tasteful and is not expected to negatively impact the special character of the listed building or surrounding conservation area. This is particularly the case as signage is already in existence at the site, and in the locality. It is our intention to improve the signage, in a modest design suited to the architecture. The proposed signage is also sensitively designed to not cause visual intrusion by virtue of light pollution into adjoining residential properties and avoids flashing internal or external illumination.

By altering the usage of the building to Tapas Restaurant the proposal will ensure that the building remains in active use, which will prevent it from becoming vacant again and falling into disrepair or becoming neglected: which as can be seen from the photos within the appendix, the property is in need of restoration, and at risk of neglect. Vacant buildings are more susceptible to deterioration and damage, which can negatively impact their historic fabric. By introducing a new use, such as the proposal, the building is revitalised, and its maintenance and preservation become more viable.

Furthermore, a Tapas Restaurant will be a public facing establishment that will attract visitors and local customers and tourists; it will provide a viable opportunity for people to experience and appreciate the historic fabric of the site firsthand and will offer a more viable alternative to the existing registered usage, attracting more visitors. This exposure fosters a sense of community and public engagement and appreciation for the building's heritage value, further promoting its long-term preservation. As such, the proposed use provides an optimum use, which causes the least harm to the significance of the building and its setting and secures its long-term viability.

The design has been chosen to be sympathetic to the historic character of the space, ensuring a cohesive and harmonious integration of the business and associated advertising within the existing fabric of the listed building and conservation area.

7. Conclusion

The statement has provided details of designated heritage assets affected by the proposed development, along with an assessment of the impact of the proposal on their significance.

It is considered that no harm will occur to the Grade II listed building, the Conservation Area or the area's historic significance. The proposed change of use and associated alterations, including the signage as well as exterior and internal finishing will be designed and executed in a manner that respects and complements the architectural style and period of the building and surrounding conservation area.

The proposal will bring about several benefits, such as the fact that changing the use of the building, and the advertising proposal helps maintain the historic fabric of the building by ensuring its continued use, preserving the existing architectural features, sensitively integrating the new use within the building, promoting ongoing maintenance, and fostering public engagement with the historic fabric. The advertising consent application also includes positive enhancement and restoration of the exterior of the property.

The proposed development presented in this application is policy-compliant with sections 16 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 and section 12 (Conserving and enhancing the historic environment) of the NPPE.

Appendix



Fig. 12 & 13 - Photos showing existing frontage with current signage.



Fig. 14 & 15 – Digital Image showing mock-up of proposed attractive frontage

Below - Fig. 16- 22 - Photos Showing Existing Site Interior, which is in clear need of refurbishment and a new active use to preserve the building:

