

**PPS5 PLANNING STATEMENT
IN SUPPORT OF A PLANNING APPLICATION
AND AN APPLICATION FOR LISTED BUILDING
CONSENT**

FOR

PROPOSED EXTERNAL AWNING

TO

**THE BLOOMSBURY TAVERN
236 SHAFTESBURY AVENUE
LONDON
WC2H 8EG**

**For and on behalf of
SHEPHERD NEAME LTD**

FEBRUARY 2013

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INTRODUCTION

The following information is believed to be proportionate to the significance of the Application Site to the Heritage Asset and sufficient to inform the plan-making process in accordance with policies HE 2.1 & HE 6.1.

POLICY HE1: HERITAGE ASSETS AND CLIMATE CHANGE

The LPA has not specifically identified the site as an opportunity to mitigate, and adapt to, the effects of climate change.

POLICY HE2: EVIDENCE BASE FOR PLAN-MAKING

The Historic Environment Record (HER) has been consulted which has identified the Listing status (Grade II – TQ 3081 SW). Whilst under this policy the HER is for the benefit of the LPA considerations (HE2.3) its descriptions have been useful in the consideration and development of the accompanying proposals.

POLICY HE3: REGIONAL AND LOCAL PLANNING APPROACHES

Clearly the character and significance of the Bloomsbury Tavern has been considered by the LPA in their strategy since it is protected under the Listing. Therefore, under HE3.1 economic viability is relevant to the proposal.

The design proposals reflect the local authority's view on the importance of development having a good relationship with the surrounding historic environment and its suitability.

POLICY HE4: PERMITTED DEVELOPMENT AND ARTICLE 4 DIRECTIONS

Not applicable.

POLICY HE5: MONITORING INDICATORS

Not applicable.

POLICY HE6: INFORMATION REQUIREMENTS FOR APPLICATIONS FOR CONSENT AFFECTING HERITAGE ASSETS

As stated under HE2 the HER has been consulted as a desk based evaluation.

The Bloomsbury Tavern dates back to 1904 and was designed by architect Charles Fitzroy Doll and reflects echoes and signatures of his other work, such as Hotel Russell in Russell Square.

The site is recessed from Shaftesbury Avenue at the junction with New Oxford Street.

The upper three storeys show the original features of the prominent corner site. Dominated by 2-storey oriel with copper dome over entrance, with single window to Shaftesbury Avenue and four to West Central Street. Oriel of white terracotta with hefty mouldings and decorated panels; other windows above ground floor mullion and transom, those to first floor in continuous white surround.

The lower section of the façade which is the subject of the proposals was restored in the late-20th century, when the heraldic glass, lion capitals and granite columns were added by Nicholsons Brewery.

POLICY HE7: POLICY PRINCIPLES GUIDING THE DETERMINATION OF APPLICATIONS FOR CONSENT RELATING TO ALL HERITAGE ASSETS

The designation record of the application site is as mentioned above and as discovered through the HER.

As indicated on drawing 13-BT-101 (and in particular the 1:5 scale detail) the physical effects of the proposals to the HA have been identified. The impact of the proposals to the HA are limited to a series of fixings to the existing rendered façade, previously altered during the late-20th century.

In context to the surrounding area and historic appearance of the 'London pub', the additional of a canvas and timber Victorian awning are considered by the applicant as appropriate.

POLICY HE8: ADDITIONAL POLICY PRINCIPLE GUIDING THE CONSIDERATION OF APPLICATIONS FOR CONSENT RELATING TO HERITAGE ASSETS THAT ARE NOT COVERED BY POLICY HE9

The Bloomsbury Tavern is clearly a designated HA and has been treated as such.

POLICY HE9: ADDITIONAL POLICY PRINCIPLES GUIDING THE CONSIDERATION OF APPLICATIONS FOR CONSENT RELATING TO DESIGNATED HERITAGE ASSETS

The application is in accordance with HE9.1 in that its aim is to conserve the HA through development.

The application argues that the significance of the HA will not be lost or diminished but enhanced by this development in that it will, re-utilise an existing outside space.

The application seeks permission for the kind of use being referred to in HE9.3 –namely one which is viable and preserves the significance of the Asset.

POLICY HE10: ADDITIONAL POLICY PRINCIPLES GUIDING THE CONSIDERATION OF APPLICATIONS FOR DEVELOPMENT AFFECTING THE SETTING OF A DESIGNATED HERITAGE ASSET

The significance of the setting of the HA was partly in its role as a building. It could be considered that the alterations made to the HA during the late-20th century may have compromised the significance and appreciation of the HA. It could be argued that it may be possible to further enhance the setting by reversing the changes.

The applicant has considered the previous alterations changes appropriate and suitable for the use of the building. It is also considered that the proposals would further enhance the lower façade.

POLICY HE11: ENABLING DEVELOPMENT

Not applicable

POLICY HE12: POLICY PRINCIPLES GUIDING THE RECORDING OF INFORMATION RELATING TO HERITAGE ASSETS

The application does not seek the removal of the HA