

## **Melia White House Hotel – Heritage Statement**

This heritage statement is produced, in support of the planning application for a temporary display of an advertising banner, to be fixed to the West elevation of the building façade, in Albany St.

- The White House was first opened in 1936 as an apartment building, comprising of 758 luxury apartments.

Prior to 1930 the area had been home to many famous artists, composers and writers, including Charles Dickens, William Behnes, Samuel Cousins and Hector Berlioz.

The Fabian Society, which paved the way for the British Labour Party, was founded on the site in 1884. An English Heritage plaque denotes this event and is mounted on the building façade, in Osnaburgh St.

Throughout the 1950's the White House gradually developed new facilities, including a billiard room, television theatre and a swimming pool – all of which were advertised externally.

In 1970 the building officially began to operate as a hotel, with one wing reserved exclusively for permanent residents.

In 1972 the Rank Organisation purchased the hotel and commenced a three year renovation program.

During the 1980's the Wine Press Bar was created and the Garden Café Restaurant, both of which were advertised externally.

In 1999 the White House Hotel was purchased by Lomondo Limited and renamed Melia White House Hotel

- The principle behind the temporary display of an advertising banner is to generate public interest, to venture inside the hotel, to see the inner beauty of this important building of historical interest and sample the culinary delights of Spanish hospitality, forming a link between the UK and Spain, thus reinforcing our social cultural awareness.

The justification of this principal is just a small part of our sustainability policy and raising our ethnic profile to local residents and local businesses .

- We do not expect or intend the temporary display of our advertising banner to have an adverse impact on the listed building, settings of any adjacent buildings. If there are any objections raised from any nearby residential or commercial properties, we undertake to immediately remove the temporary advertising banner.
- Full consideration was given to different types of advertising signage and all other types of permanent and illuminated displays were completely discounted, as we have no intention of damaging our landmark feature, by drilling into the exterior. Easily removable self adhesive clips are the preferred fixing method. A plasticised canvas banner will not deteriorate when exposed to UV sunlight rays or suffer weather damage. The sign will be regularly cleaned and maintained in pristine condition.