



Planning • Heritage
Specialist & Independent Advisors to the Property Industry

Heritage Statement

34 Great Queen Street, London

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34 GREAT QUEEN STREET, LONDON

1.0 INTRODUCTION

This Heritage Statement has been prepared by CgMs Consulting on behalf of Ted Grooming Rooms, in support of applications for planning permission and listed building consent for works proposed at 34 Great Queen Street, London.

The Site is located on the north side of Great Queen Street, close to the junction with Wild Street and the Freemasons Hall, the central headquarters of English Freemasonry. The Site fronts directly onto the pavement and is bounded by terraced properties on either side, both of which are also listed, and the backs of properties along Parker Street beyond.

The property at 34 Great Queen Street is Grade II* listed in recognition of its special architectural and history interest, listed also as part of a group with 33 and 35 Great Queen Street.

The proposal is for the change of use of the ground and basement floors from retail/cafe (Class A1) to a mixed cafe/restaurant (Class A1/A3), and installation of mechanical extract ductwork to rear elevation as part of the introduction of London's first Jellycatessen cafe/restaurant; 'Coffee & Jam'.

This report will present a summary of the relevant legislative framework and planning policy at national, strategic and local levels, with special regard to that which relates to development affecting listed buildings. It will also provide an assessment of the history and the significance of the site and surroundings, and an assessment of the effects of the described proposals, in order to assist those involved in the determination of these applications.

This report should be read in conjunction with other documents submitted with the applications.



Figure 1: A view of the property within the streetscape of Great Queen Street, looking east.



Figure 2: The main frontage of 34 Great Queen Street, with shopfront at ground floor level.



Figure 3: View of the ground floor interior,

2.0 PLANNING POLICY CONTEXT

2.1 LEGISLATION, NATIONAL PLANNING POLICY AND GUIDANCE

Where any development may affect designated or undesignated heritage assets, there is a legislative framework to ensure that proposals are developed and considered with due regard for their impact on the historic environment.

Legislation

Legislation regarding buildings and areas of special architectural and historic interest is contained in the Planning (Listed Buildings and Conservation Areas) Act 1990. The relevant legislation in this case extends from Sections 16 of the 1990 Act which states that in considering applications for listed building consent, the local planning authority shall have special regard to the desirability of preserving the Listed Building or its setting or any features of special architectural or historic interest which it possesses.

Also of relevance in this case is Section 72 of the 1990 Act which states that in the exercise of planning functions, with regard to any buildings or other land in a conservation area, special regard should be paid to the desirability of preserving or enhancing the character or appearance of that area and their setting.

National Planning Policy

National Planning Policy Framework (March 2012)

In March 2012, the government published the National Planning Policy Framework (NPPF), which immediately replaced the existing policy regime, including the design and heritage policies (*Planning Policy Statement 1: Delivering Sustainable Development (PPS1)*, and *Planning Policy Statement 5: Planning for the Historic Environment (PPS5)*).

The NPPF encourages intelligent, imaginative and sustainable approaches to managing change. English Heritage has defined this approach as ‘constructive conservation’, promoting a positive and collaborative approach to conservation that focuses on actively managing change. It aims to ‘recognise and reinforce the historic significance of places, while accommodating the changes necessary to ensure their continued use and enjoyment’ (Constructive Conservation in Practice, English Heritage, 2009).

The NPPF promotes sustainable development as a fundamental theme in planning. It encourages local authorities, in their plan-making, to positively seek opportunities to meet the development needs of their area (Paragraph 14). The NPPF further provides a series of ‘Core Planning Principles’ (Paragraph 17) of sustainable development, which highlight that

planning should be a creative exercise in finding ways to enhance and improve the places in which people live their lives; that it should secure high quality design and a good standard of amenity; and that heritage assets should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations.

The NPPF directs local planning authorities (LPAs) to apply the presumption in favour of sustainable development: the ‘golden thread’ which is expected to run through their plan-making and decision making. It must be noted, however, that this is only expected to apply where this does not conflict with other policies contained within the NPPF, including those relating to the protection of designation of heritage assets (Paragraph 14).

Section 7, ‘Requiring Good Design’ reinforces the importance of good design in achieving sustainable development, by ensuring the creation of inclusive and high quality places. This section of the NPPF affirms, in Paragraph 58, the need for new design to function well and add to the quality of the area in which it is built, establish a strong sense of place and respond to local character.

The guidance contained within Section 12, ‘Conserving and enhancing the historic environment’, Paragraphs 126-141, relate to the historic environment, and developments which may have an effect upon it. These policies provide the framework to which local authorities need to refer when setting out a strategy for the conservation and enjoyment of the historic environment in their Local Plans.

In order to determine applications for development, Paragraph 128 states that LPAs should require applicants to describe the significance of the heritage assets affected and the contribution made by their setting. The level of detail provided should be proportionate to the significance of the asset and sufficient to understand the impact of the proposal on this significance. According to Paragraph 129, LPAs should also identify and assess the significance of an heritage asset that may be affected by a proposal and should take this assessment into account when considering any impact upon the heritage asset.

Paragraph 131 states that in determining planning applications, local planning authorities should take account of the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation.

Paragraphs 132 to 136 consider the impact of a proposed development upon the significance of a heritage asset. Paragraph 132 emphasises the need for proportionality in decision making, and identifies that when a new development is proposed, the weight given to the conservation of a heritage asset should be

proportionate to its importance, with greater weight given to those assets of higher importance.

Heritage Assets are defined in Annex 2 of the NPPF as: a building, monument, site, place, area or landscape positively identified as having a degree of significance meriting consideration in planning decisions. They include designated heritage assets (as defined in the NPPF) and also assets identified by the local planning authority. Local planning authorities may identify what are referred to as undesignated heritage assets by drawing up Local Lists, through their conservation area appraisals process or through other means. In planning decisions, the effects of proposals on the significance of an undesignated heritage asset should be taken into account in determining the application, weighing the scale of harm or loss against the significance of the undesignated heritage asset (Paragraph 135).

A *Designated Heritage Asset* comprises a: World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park and Garden, Registered Battlefield or Conservation Area.

Significance is defined as: The value of a heritage asset to this and future generations because of its heritage interest. This interest may be architectural, artistic or historic. Significance derives not only from a heritage asset’s physical presence, but also from its setting.

2.1 LEGISLATION, NATIONAL PLANNING POLICY AND GUIDANCE

National Planning Guidance

PPS 5: Historic Environment Planning Practice Guide (DCLG, DCMS, English Heritage, 2010)

Guidance is currently being drafted in order to support the NPPF, published in March 2012. In the interim period, *PPS 5: Historic Environment Planning Practice Guide*, issued by the Department of Communities and Local Government in collaboration with English Heritage and Department of Culture Media and Sport, remains valid, and provides important guidelines on the interpretation of policy and the management of the historic environment.

The guidance states that further to analysing the heritage significance of any heritage assets affected by proposals, any potential impact may be assessed as having beneficial effects, harmful effects or neutral effects.

The guidance identifies a number of potential heritage benefits that could weigh in favour of a proposed scheme:

- It sustains or enhances the significance of a heritage asset and the contribution of its setting;
- It reduces or removes risks to a heritage asset;
- It secures the optimum viable use of a heritage asset in support of its long term conservation;
- It makes a positive contribution to economic vitality and sustainable communities;
- It is an appropriate design for its context and makes a positive contribution to the appearance, character, quality and local distinctiveness of the historic environment;
- It better reveals the significance of a heritage asset and therefore enhances our enjoyment of it and the sense of place.

Conservation Principles, Policies and Guidance (English Heritage, 2008)

Conservation Principles outlines English Heritage's approach to the sustainable management of the historic environment. While primarily intended to ensure consistency in English Heritage's own advice and guidance through the planning process, the document is commended to local authorities to ensure that all decisions about change affecting the historic environment are informed and sustainable.

This document was published in line with the philosophy of PPS5, yet remains relevant with that of the current policy regime in the emphasis placed upon

the importance of understanding significance as a means to properly assess the effects of change to heritage assets. The guidance describes a range of heritage values which enable the significance of assets to be established systematically, with the four main 'heritage values' being: evidential, historical, aesthetic and communal. The Principles emphasise that 'considered change offers the potential to enhance and add value to places...it is the means by which each generation aspires to enrich the historic environment' (Paragraph 25).

The Setting of Heritage Assets (English Heritage, October 2011)

English Heritage's guidance on the management of change within the setting of heritage assets seeks to provide a definition for the term of 'setting' itself, as well as guidance to allow councils and applicants to assess the impact of developments upon the settings of heritage assets.

The document defines setting as 'the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve.' Setting is also described as being a separate term to curtilage, character and context; while it is largely a visual term, setting, and thus the way in which an asset is experienced, can also be affected by noise, vibration, odour and other factors.

This document provides guidance on practical and proportionate decision making with regards to the management of proposed developments and the setting of heritage assets. It is stated that the protection of the setting of a heritage asset need not prevent change and that decisions relating to such issues need to be based on the nature, extent and level of the significance of a heritage asset, further weighing up the potential public benefits associated with the proposals. It is further stated that changes within the setting of a heritage asset may have positive or neutral effects.

2.2 STRATEGIC AND LOCAL PLANNING POLICY AND GUIDANCE

Strategic Policy

The London Plan, adopted July 2011

On 22 July 2011 the Mayor of London published this version of the London Plan which replaced the amended version of 2004 and is the new strategic Development Plan for London.

Policy 7.6, 'Architecture'. Architecture should make a positive contribution to a coherent public realm, streetscape and wider cityscape. It should incorporate the highest quality materials and design appropriate to its context.

The London Plan therefore encourages the enhancement of the historic environment, yet looks favourably upon developments which seek to maintain the setting of heritage assets.

Local Policy

The London Borough of Camden's Local Development Framework (LDF) was adopted in November 2010, thus replacing the Unitary Development Plan (UDP). The LDF documents set out the strategy for managing growth and development within the Borough. The Core Strategy is a central part of the LDF and sets out the key elements of the vision for the Borough.

London Borough of Camden's Core Strategy, adopted November 2010

The following Core Strategy Policies have been identified as being of particular relevance to the consideration of the proposals in terms of design and conservation:

CS14, 'Promoting high quality places and conserving our heritage'. This policy recognises that Camden has not one single built character, but is made up of many diverse areas, each with their own identity, and that by conserving and enhancing historic assets, the Borough can manage growth in a more sustainable way. This policy states that:

'The Council will ensure that Camden's places and buildings are attractive, safe and easy to use by requiring development of the highest standard of design that respects local context and character, preserving and enhancing Camden's rich and diverse heritage assets and their settings...[and] promoting high quality landscaping and works to streets and public spaces.'

Camden Development Policies 2010 - 2025

Camden Development Policies forms part of Camden's LDF and sets out

detailed planning policies that the Council will use when determining applications for planning permission in the borough to achieve the vision and objectives of the Core Strategy.

DP24, 'Securing high quality design'. This policy sets out a detailed approach to the design of new developments and alterations and extensions. The principles contained within this document will ensure that all parts of Camden's environment are designed to the highest possible standards and contribute to providing a healthy, safe and attractive environment.

DP25, 'Conserving Camden's heritage.' Policy DP25 is designed to help implement Policy CS14 and provides, in particular, guidance on the management of change affecting listed buildings. It is stated that to preserve or enhance the borough's listed buildings, the Council will only grant consent for a change of use or alterations and extensions to a listed building where it considers this would not cause harm to the special interest of the building; and not permit development that it considers would cause harm to the setting of a listed building.

Local Guidance

CPG 1: Design

This document provides guidance on the design and siting of advertisements to ensure that they contribute positively to the appearance and character of an area. It is stated that good quality advertisements respect the architectural features, form, fabric, design and scale of the host building and the character and appearance of the surrounding area. As a general guide, it is stated that the most satisfactory advertisements are those which take into account the surrounding character and design of the property, its surroundings and alter the external fabric of the building as little as possible.

With regard to listed buildings, it is stated that detailed consideration should be given to the sensitivity of the building's special historic and architectural interest. Any advertisements on or near a listed building must not harm their character and appearance and must not obscure or damage specific architectural features of buildings.

Seven Dials (Covent Garden) Conservation Area Statement

The Seven Dials Estate Conservation Area statement defines and analyses what makes the conservation area 'special' and provides important information about the types of alterations and development that are likely to be acceptable or unacceptable in the

conservation area.

The statement includes a description and assessment of the area's special character, a comprehensive study of street furniture, paving materials and fixtures, a newly compiled list of buildings that make a positive contribution to the conservation area, buildings that make a negative contribution to the conservation area, listed buildings and a management strategy providing a clear and structured approach to development and alterations which impact on the Seven Dials Estate conservation area.

The Conservation Area is separated into three sub areas; one centred on Seven Dials, the second incorporating the Freemasons Hall/Great Queen Street and the third an area in the north east of the Conservation Area around Macklin Street.

The Statement further identifies guidelines for new shopfronts within the conservation area, stating that proposals for new shopfronts will be expected to preserve or enhance the visual character and appearance of the shopping streets, through respect for the proportions, rhythm and form of the original frontages. It further states that any shopfront of historic interest or architectural quality should be retained and if necessary repaired and the loss of those shopfronts identified under Shopfronts of Merit and any other historic/original shopfront would be strongly resisted. It is also identified that shopfronts that are considered to be out of character with the building or the area generally should be replaced with new shopfronts that are appropriate to the building and enhance the appearance of the Conservation Area.

Similarly shop signage should be appropriate for the Conservation Area, respecting the proportions of the shop frontages, and maintaining the division between units and reflect the plot widths of buildings. Internally illuminated box signs are unacceptable and generally signage should be non-illuminated or externally illuminated. Signage will usually consist of one fascia sign and one projecting sign. Shop signs should not normally be above ground floor level.

3.0 ARCHITECTURAL AND HISTORIC APPRAISAL

3.1 HISTORIC DEVELOPMENT

The history of Great Queen Street is closely connected to the wider development of London from its earliest origins. Development within the vicinity of this street has been traced to the Roman period, when roads and roadside cemeteries radiated out from the centre of Londinium to the east, including one following the approximate line of Holborn and Oxford Street and The Strand to the south. Later, the area bounded by Trafalgar Square, the Strand, Oxford Street/High Holborn and the River Thames to the south became settled as a Saxon trading centre known as Lundenwic, although this was abandoned at the end of the ninth century, with settlement shifting back to the former centre of Londinium.

Whilst settlement was largely concentrated within the walled City and its immediate vicinity for the next few hundred years, the establishment of Covent Garden in the 1630s provided a new stimulus for development in the general area of Great Queen Street, leading to new urbanisation during the seventeenth century, spreading outwards from the Piazza which was designed by Inigo Jones for the Earl of Bedford as a distinguished and fashionable Italianate square.

Soon after the construction of Covent Garden, a larger square was laid out at Lincoln's Inn Fields, to the east of the present Great Queen Street. To the present day this square represents the largest public square in London. The development of housing was slower to follow, however, being interrupted by the English Civil War. With time, there was a general shift to the west in the location of fashionable residences and Lincoln's Inn Fields were left to rich lawyers, taking advantage of its proximity to the Inns of Court, an association that has prevailed to the present day.

Great Queen Street was laid out in the first half of the seventeenth century by the speculator William Newton, developed alongside Lincoln's Inn Fields. Up until the construction of Kingsway in 1905, Great Queen Street formed a continuation of the north side of Lincoln's Inn Fields. The name of the street relates to its origins has a royal private way to one of the James I's residences in Hertfordshire, names after his Queen, Anne of Denmark.



Figure 4: Image of Covent Garden, established in the 1630s, which stimulated development in the vicinity of Great Queen Street, laid out in the second half of the seventeenth century.



Figure 6: Further to the movement of fashionable society to the west, Lincoln's Inn Fields became the home of rich lawyers, who took advantage of its proximity to the Inns of Court.

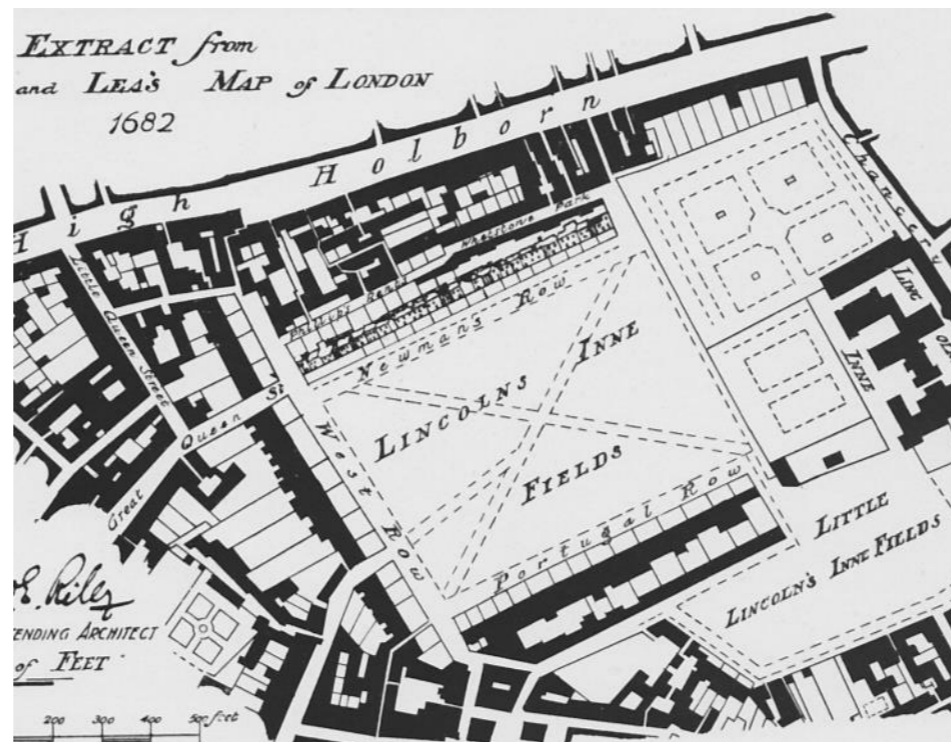


Figure 5: Lincoln's Inn Fields was developed around the same time as Great Queen Street, which once shared a spatial relationship before Kingsway divided them.



Figure 7: Queen Anne of Denmark, for whom Great Queen Street was named.

3.1 HISTORIC DEVELOPMENT

In the eighteenth century Great Queen Street became characterised by the development of Freemason buildings. In 1768 the premier Grand Lodge took the decision to build a Hall as its headquarters in London. A site was purchased in Great Queen Street, an architectural competition held, the Foundation Stone laid, and on 23 May 1776 the Hall was formally dedicated to the purposes of Freemasonry.

In addition to providing offices and meeting rooms the Hall, fronted by the Freemasons' Tavern (built 1786), was to prove a popular venue for concerts, musical and literary recitals, dinners and balls during the London 'season'. The Tavern would also later form the setting in which The Football Association was to become founded in 1863.

In the 1820s another Hall was built alongside the existing hall to designs by Sir John Soane but this building was largely replaced by the building of the second Freemasons' Hall in the 1863-6, to designs by Frederick Pepys Cockerill. This building incorporated the earlier Grand Hall from 1775, which survived until 1932 when severe structural damage resulting from a fire in 1883 led to its demolition. Cockerill's Freemasons' Hall was largely demolished to make way for the current building but its eastern end survives as part of the Connaught Rooms.

The present Freemasons Hall which now dominates the streetscape of Great Queen Street, is located at the junction of Wild Street and Great Queen Street, by Ashley and Newman and completed in 1933 as a memorial to Freemasons killed in the First World War.



Figure 8: Image of the Grand Hall, from the earliest Freemasons building on site, dating to 1776.



Figure 9: The Grand Hall suffered greatly during a fire in 1883, although it remained in existence until 1932 when it was demolished as a result of structural damage.



Figure 10: View of the present Freemasons Hall, which dominates the streetscape with its unusual elevations and scale.

3.2 HISTORIC MAP APPRAISAL

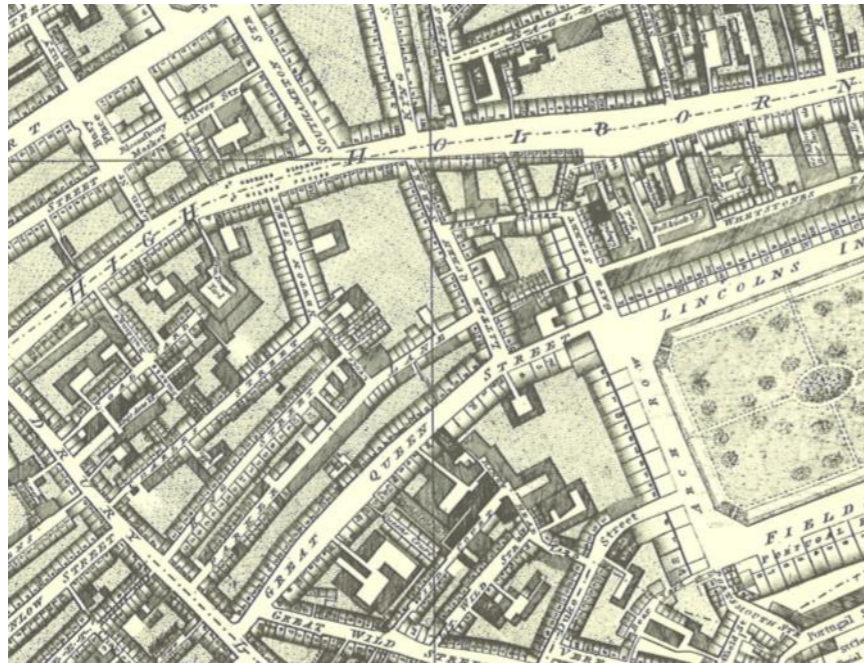


Figure 11: Richard Horwood's map of London (1819) shows Great Queen Street leading straight into Lincoln's Inn Fields. Some areas of undeveloped land remain behind the main street frontages during this period.



Figure 13: The 1896 OS Map (1:2500) shows Great Queen Street dominated by the Freemasons Hall, which takes up a large building plot along the southern side of the street.



Figure 15: Bomb damage during the Second World War left Great Queen Street relatively unscathed, although some other immediately surrounding areas were not so fortunate. The new Freemasons Hall is also shown at the junction with Wild Street.



Figure 12: 1875 OS Map (1:2500) showing a highly urbanised area, with even back areas now densely occupied. Great Queen Street is shown with a mixture of small and larger building plots, with the Freemasons Hall marked, as well as a hotel and Methodist Church.

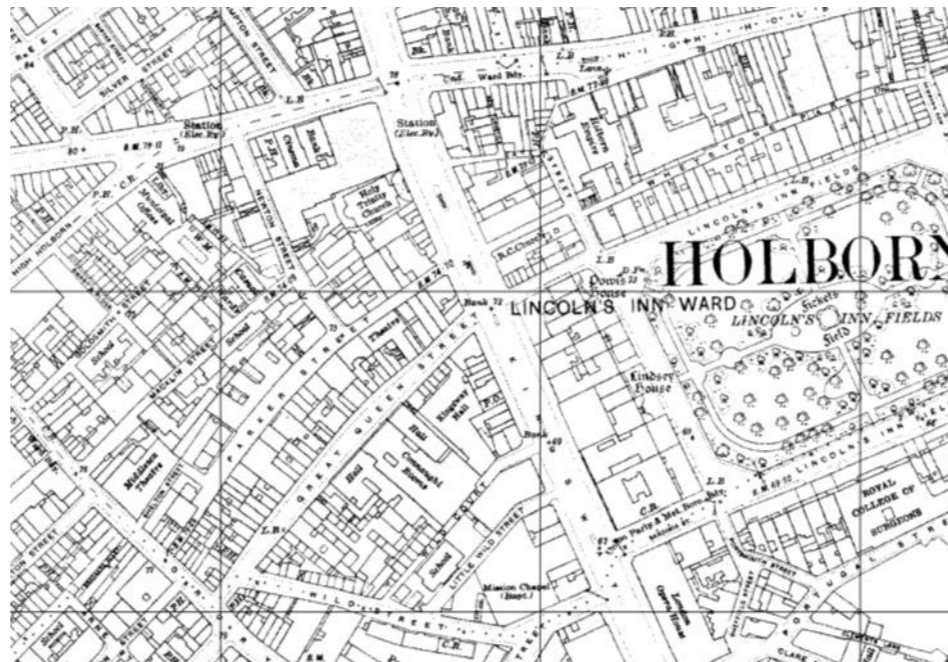


Figure 14: The 1916 OS Map (1:2500) shows a new road, Kingsway, cutting Great Queen Street from Lincoln's Inn Fields to relieve traffic pressures on the earlier street patterns.

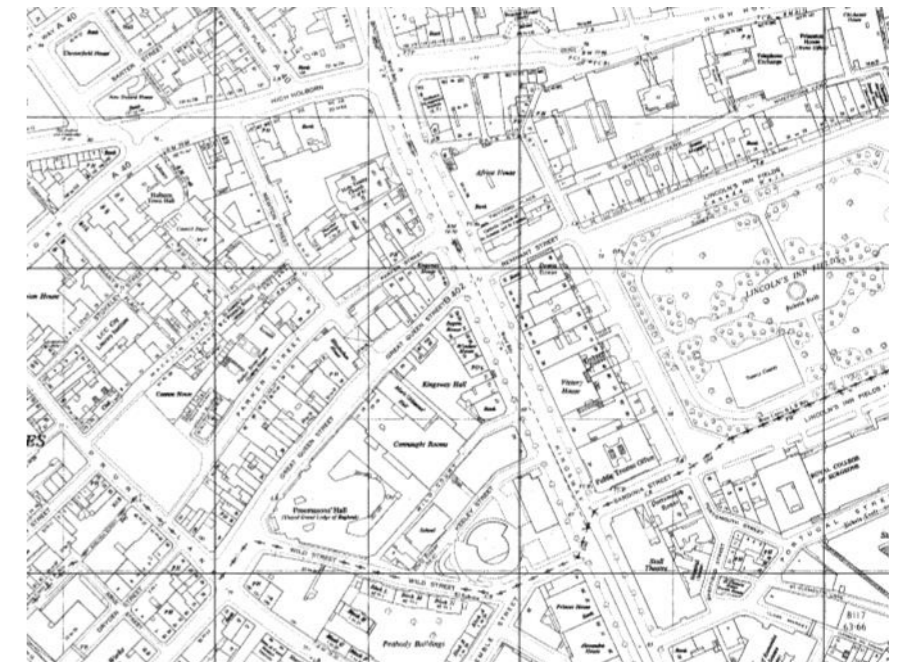


Figure 16: The 1965 OS Map (1:2500) shows the gradual increase of larger building plots available for development in the vicinity of Great Queen Street.

3.3 ASSESSMENT OF HERITAGE ASSETS: 34 GREAT QUEEN STREET

The property at 34 Great Queen Street forms part of a single listing entry on the National Heritage List alongside the properties at 33 and 35 Great Queen Street, being a terrace dating to c. 1710.

The three storey high terrace (with attics) is constructed in brown stock brick with red brick cornice detailing below the parapets and a moulded brick band at second floor level. Further red brick features as dressings and in segmental arches to flush frame windows, with later twentieth century windows to 34 and 35 Great Queen Street.

The roof of 34 Great Queen Street is slate covered, contrasting with those of the other properties which are covered with tiles. All properties have dormer windows featuring on the roofline.

Each property is three bays wide, with three windows featuring on each floor, excepting the ground floor shop units which are of later and varying dates. The shopfront of 34 Great Queen Street is a reproduction of an earlier nineteenth century bow fronted shopfront, whilst the entrance doorway to the residential accommodation above is adorned with a fanlight and panelled door.

An external view of the property reveals that whilst the eighteenth century character of the building, with its glazed commercial frontage and brick upper storeys, makes a positive contribution to the character and appearance of the Conservation Area, elements of this elevation are in need of repair or refurbishment and currently detract from the special interest of the listed building.

The forecourt currently consists of a mixture of functional materials which do not contribute to the appearance of the building, and the existing lightwell feature has clearly been the subject of unsympathetic alteration through the introduction of a asphalt coverings. The fascia has also been the subject of unceremonious alteration in recent years, whilst the glazing of the entrance doors has been replaced with functional, reinforced wired glass. The faceted glazing of the shopfront is also of later date. Overall, the glazing of the shopfront is out of keeping with the date of the property and its historic commercial use at the ground floor level. The vacant nature of the property also detracts from its in the lack of an active frontage.

Overall it is considered that the alterations made to this property detract from its appearance and that improvements could be made to enhance its contribution to the streetscene and its heritage significance as a listed building.



Figure 17: A view of the existing shopfront, which is itself of some modest interest,



Figure 19: An image of Shopfront entrance double leaf door



Figure 18: A view of the upper levels of the property which retain their eighteenth century character of this terraced property.

3.4 ASSESSMENT OF HERITAGE ASSETS: SEVEN DIALS CONSERVATION AREA

The Seven Dials Conservation Area was first designated in 1971 and later extended on various occasions in 1974, 1991 and 1998.

The general character of the conservation area is derived from the range and mix of building types, uses and street layout. As is often expected in urban conservation areas, the character is not dominated by one particular period or style of building, but their mix is indicative of the area's development alongside changing tastes and fashions. It is this variety in which the special interest of the Seven Dials area lies. In the densely occupied streetscape of the conservation area, changes in road width, building form and land-use give dramatic character variation, with narrow alleys and formal open spaces, such as Seven Dials, adding to the variety.

The conservation area has been subdivided into three character areas, each of which are analysed in detail in the Seven Dials Conservation Area Appraisal: Sub-area 1 includes the area around Seven Dials and stretches north east to include Endell Street and part of Drury Lane, Sub-area 2 includes buildings lying either side of Great Queen Street and Sub-area 3 includes the length of Macklin Street and parts of Drury Lane and Newton Street at either end.

The character of Great Queen Street as a sub area is defined to a large extent by the distinct areas either side of it. To the east is Kingsway, an Edwardian development with generally higher buildings, some with multi-dormered storeys and to the west is Covent Garden, with its generally lower and smaller scale buildings. The architectural character is generally very high along Great Queen Street, with a number of buildings listed for their special architectural or historic interest. The survival of two groups of eighteenth century houses adds considerably to the character of the streetscape, sharing characteristics of red brick, heavy wooden eaves, cornices and pilaster orders rising from the first floor level to the cornice.

Great Queen Street has some considerable importance in the development of street design, illustrating the movement away from 'gabled individualism' of properties and a movement towards regular street lines, a trend that prevailed for over two hundred years. Although now demolished, a row of houses built by William Newton in Great Queen Street in the later 1630s were built with a unified appearance by the use of giant Corinthian pilasters and have been described as the first regular street in London.

Today the street demonstrates a wide range of building sizes and styles from varying periods. Particularly prominent is The Freemasons Hall, constructed with a steel frame faced with Portland Stone. It fills an irregularly shaped building plot at the

junction of two roads and is distinguished from the surrounding streetscape by its scale and bulk.

Great Queen Street also has some interest for the generous width of the western end of the street set out in the seventeenth century. It also retains important views along Great Queen Street from Kingsway and also from Drury Lane.

Negative features of this part of the Conservation Area include a part twelve-storey, part six-storey 1960s office development at the junction with Newton Street, which represents an inappropriate addition to the streetscape and which does not respect its special architectural and historic character. Also making a negative contribution to the conservation area is another office block at 43-49 Parker Street, with a blue tinted glass façade which is inappropriate in terms of its building materials that are otherwise a foreign addition to the streetscape.



Figure 24: The immediate streetscape around Great Queen Street is largely regular in building heights and roofscapes, as viewed looking south west along Long Acre.



Figure 25: A view of the properties located opposite the property at 34 Great Queen Street. These indicate the nature of the streetscape which is made up of a variety of properties from the eighteenth to the twentieth centuries and which define the character of the Conservation Area in this way.



Figure 26: The area around Great Queen Street demonstrates a range of building styles and building materials, with later buildings generally retaining far larger building plots than the surviving eighteenth century buildings.

4.0 PROPOSALS AND ASSESSMENT OF IMPACT

4.1 PROPOSALS

Proposals

The proposals outlined below seek to undertake minor internal and external works as part of the change of use of the ground and basement floors from shop (Class A1) to a quasi A1/A3 use as part of the introduction of London's first Jellycatessen cafe/restaurant; 'Coffee & Jam'. The intended occupier will operate as a 'retail restaurant' with both uses complementing one another.

The following assessment will demonstrate how the proposals have been drawn up with due regard to the listed building and its contribution to the character and appearance of the Conservation Area. This assessment will highlight that these works in fact present as an enhancement to the significance of these heritage assets.

The proposed works can be summarised as follows:

1. New Kitchen ventilation/ extract ductwork to be located in rear basement lightwell area. Ductwork to rise from lightwell area to roof level with fixings back to rear elevation. Acoustic attenuator to be fitted with anti vibration mountings where necessary.

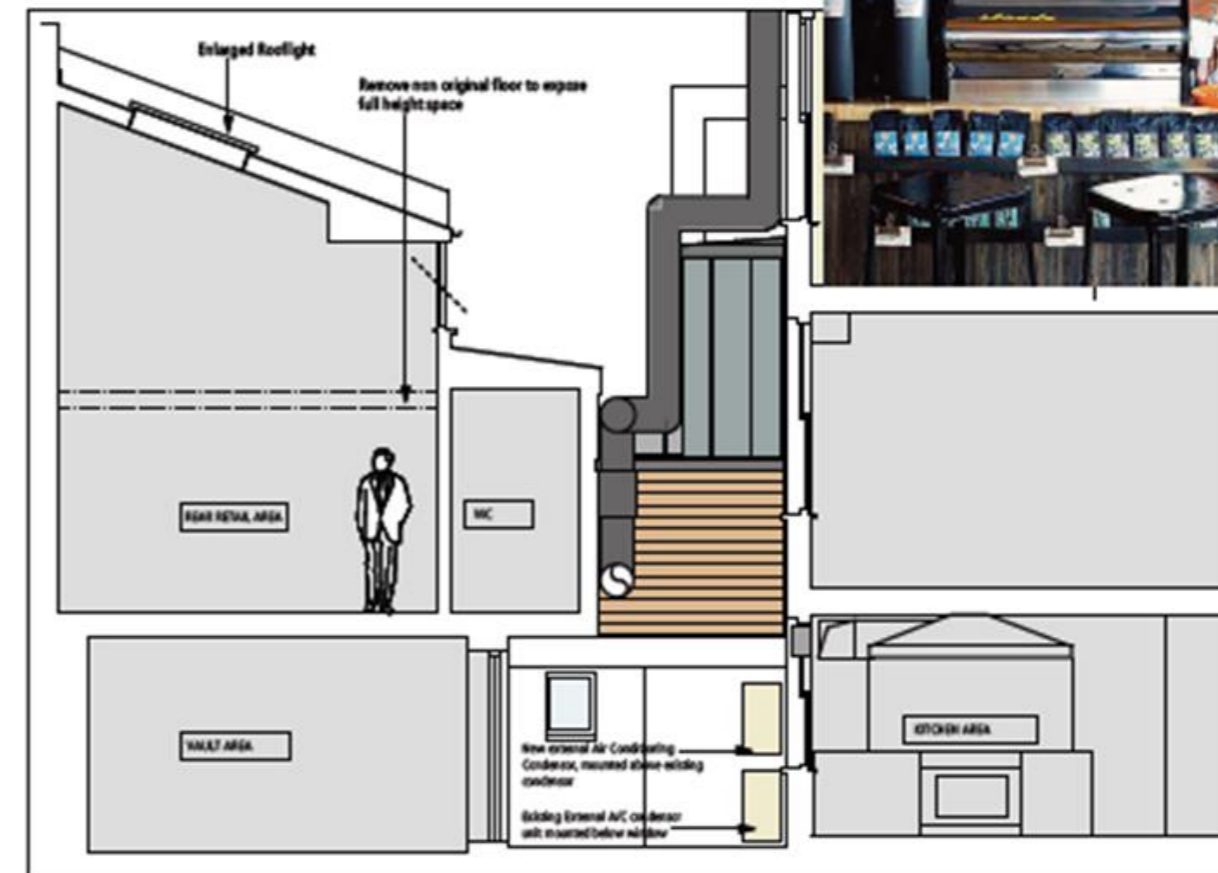


Figure 27: Proposed cross section showing internal alterations

4.2 ASSESSMENT OF IMPACT

The proposals have been designed to allow the conversion of a currently vacant retail unit into a high market end restaurant/cafe, whilst respecting the heritage significance of the property as a Grade II* listed building and its location within the Seven Dials Conservation Area.

Internal Works

The ground floor interior of the property has been altered on a number of occasions in association with its retail uses over the years, with many inappropriate changes having taken place. In terms of the fit out works to the space, the existing site has fallen into a state of disrepair, hence the closure of the previous business, and is in need of a complete overhaul. However, attention has to be taken to remain sympathetic with the planning requirement for a Grade II* listed building therefore internal modifications will be of a cosmetic nature and be an enhancement to the interior of the listed building.

- In line with the menu on offer hot/cold food will be prepared on site which will mean an upgrade of the existing prep room into an enlarged kitchen and propose extract ventilation. These will be taken via the rear lightwell and up the rear elevation to roof level. See separate ventilation and acoustic reports.
- New Kitchen ventilation/ extract ductwork to be located in rear basement lightwell area. Ductwork to rise from lightwell area to roof level with fixings
- These proposals accord with Camden guidelines laid down in the Seven Dials Conservation Area Appraisal.



Figure 28: Proposed plans

5.0 CONCLUSIONS

The National Planning Policy Framework states that in determining applications, local planning authorities require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting, to fully understand the impact of proposals. This Heritage Statement has analysed in detail the significance of 34 Great Queen Street as a Grade II* listed building and assessed the effects of proposals on that significance and also on the character and appearance of the Seven Dials Conservation Area in which it is located.

Proposals as part of these applications seek to undertake minor internal and external works as part of the introduction of a high end market restaurant/cafe on the Ground and Basement Floors of the property. This Heritage Statement has demonstrated that the proposals have been drawn up with due regard to the listed building and its contribution to the character and appearance of the Conservation Area. This Heritage Statement has demonstrated that the proposals for 34 Great Queen Street are grounded in a detailed understanding of its heritage significance as a Grade II* listed building located within the Seven Dials Conservation Area. It is considered that the proposals have been designed with due regard to the historic environment and comply with national, strategic and local policy for development affecting the historic environment. We therefore invite the Council to grant Planning Permission and Listed Building Consent for this scheme.



Figure 29: Existing and Proposed Elevations

APPENDICES

APPENDIX A: STATUTORY LIST DESCRIPTION

33, 34 AND 35, GREAT QUEEN STREET

List entry Number: 1113215

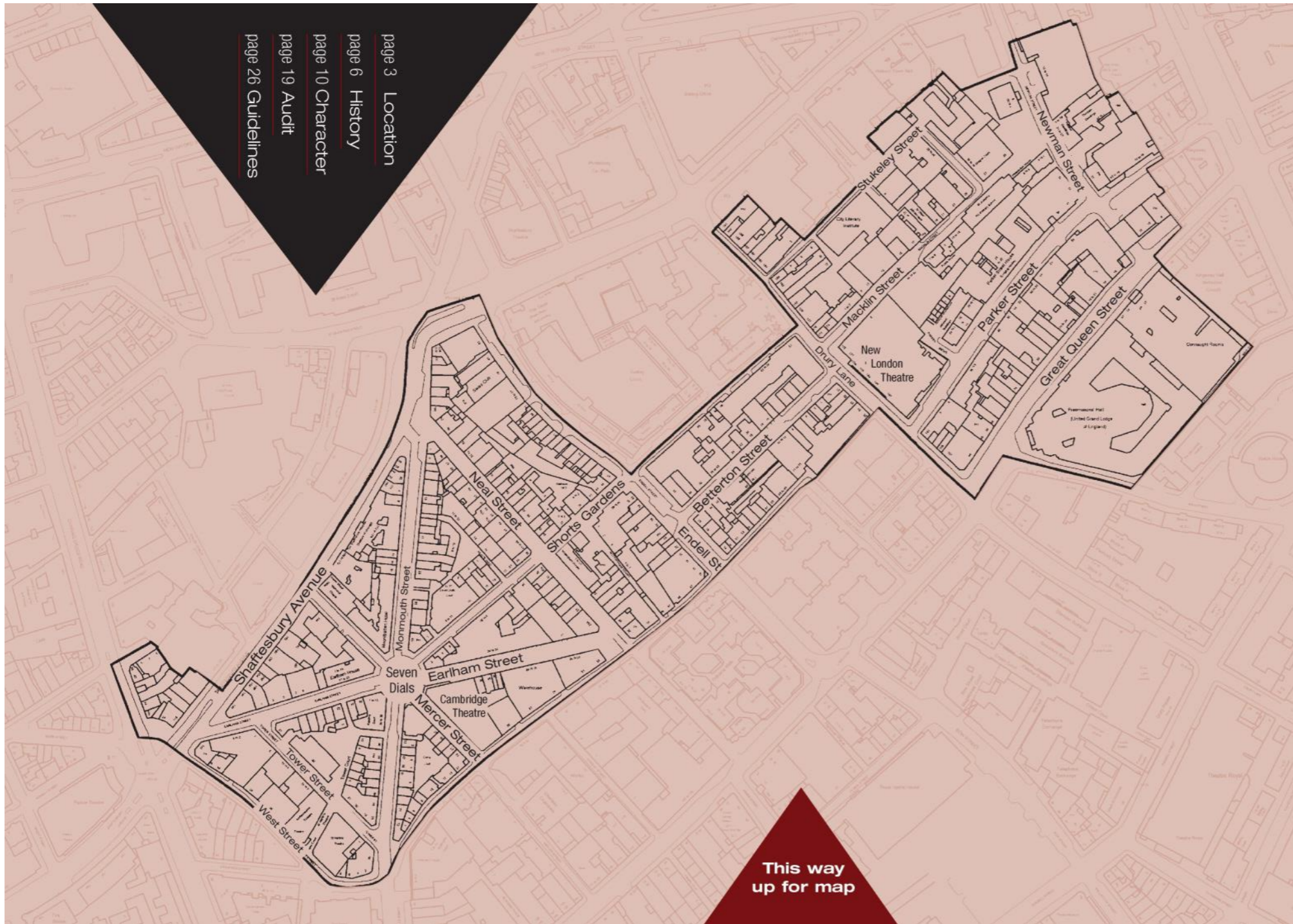
Grade: II*

Date first listed: 24-Oct-1951

Terrace of 3 houses. c1710. Brown brick with red brick cornices below parapets. Moulded brick band at 2nd floor. Tiled roofs (No.33 slated) with dormers. 3 storeys and attics. 3 windows each. Red brick dressings and segmental arches to flush frame windows (Nos 34 & 35 C20). C20 shopfronts. No.33: C20 reproduction of original earlier C19 bow fronted shopfront. House doorway with fanlight and panelled door. INTERIOR: has good panelling. Staircase with closed string, turned balusters, column newels and moulded handrail.



APPENDIX B: SEVEN DIALS CONSERVATION AREA MAP



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