



TELECOMMUNICATIONS BASE STATION

CTIL and Telefonica Limited

New Telecommunications Base Station at

**CROWN PUBLIC HOUSE,
43 MONMOUTH STREET,
SEVEN DIALS,
LONDON,
WC2H 9EW**

HERITAGE STATEMENT

June 2017

Daly International (UK) Ltd.

**Ref: (CS) 235679 - (O2) 80187
- CROWN PH**

SUPPLEMENTARY INFORMATION

1. Site Details

Site Name:	Crown Public House	Site Address:	Crown Public House, 43 Monmouth Street, Seven Dials, London, WC2H 9EW
NGR:	(E) 530073 (N) 181106		
Site Ref Number:	(CS)235679 - (O2)80187	Site Type: ¹	Macro

2. Background & Proposed Development Description

The proposed development is required to replace existing coverage, and capacity, which is currently being provided by existing site O2 9050. The existing site O2 9050 is located on the rooftop of the property at 125 Shaftesbury Avenue. The site is placed approximately 90 metres north of the junction of Shaftesbury Avenue and Charing Cross road. The site is a high capacity and well-established macro-cell. It is a key site in the local network. It caters to the 2G & 3G demand of local customers and commuters.

The landlord of the property at 125 Shaftesbury Avenue has plans to add more storeys and redevelop the building. The existing site would go off-air and be removed in the coming days to allow the landlord to undertake redevelopment of the building. The local area would be losing a significant site and be deprived of good coverage. An alternative location for a permanent macro-cell on the rooftop of the Crown Public House was chosen as a replacement location.

The proposed works consist of installation of 2 no. antennas mounted on support poles; installation of 3 no. equipment cabinets on new steel grillage base, installation of 1 no. meter pillar; plus ancillary apparatus.

3. Heritage Assets Statement

This Heritage Assets Statement is produced in response with the requirements of the National Planning Policy Framework (NPPF), for development which might affect a heritage asset, including a conservation area, listed building and an archaeological site.

This statement has been prepared in accordance with the Local Plan and Seven Dials Conservation Area Statement and the Seven Dials Renaissance Study Report (1998).

Assessment of heritage significance

The proposed telecommunications site would be located on the rooftop of the Crown Public House at the junction of Shorts Gardens and Monmouth street in Covent Garden, London. The building is to the north of the Seven Dials monument. The proposed site would be placed within the setting of Seven Dials Conservation Area. The Crown Public House is a Grade II Listed Building. The building is a three-storeyed building. The proposed site would be surrounded by the Cambridge Theatre towards the south-east and Radisson Blu Hotel towards the west.

Seven Dials Conservation Area is located to the south-east of Camden. It shares boundary with Westminster Conservation Area. The area around Seven Dials was designated as a Conservation Area in 1971. The area around the Seven Dials monument is the area to the south-west of the Conservation Area. The application site is to the north of the Seven Dials Monument.

¹ Macro or Micro

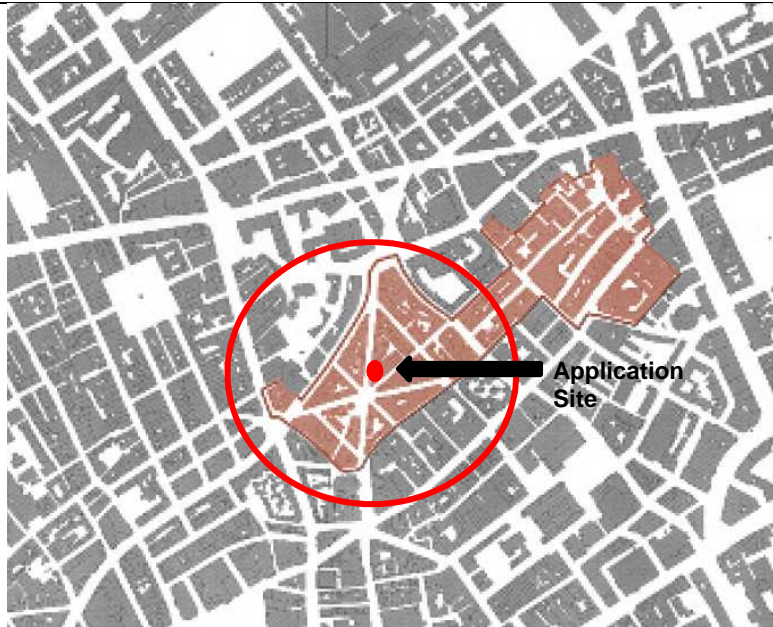


Fig 1: Map illustrating area around the application site (Reference: Seven Dials Conservation Area Statement)

The large triangular blocks that radiate from the Seven dials column remain a distinctive feature of the area despite 200 years of urban development. The Seven Dials column was reinstated and erected in 1989. Some of the domestic terraced buildings from the era of Thomas Neale plan have survived till date. Compressed into these streets is the commercial development which picked up pace in the 18th and 19th century. It was in the early 20th century when development of theatres picked up in this area.

The land-uses vary in the area surrounding the Seven Dials column. Even though the area primarily reflects a commercial character with numerous cafes, restaurants, shops and eateries; the area also consists of theatres, residences and hotels. The special character of the Conservation Area is found in the range and mix of building types and uses and the street layout. The character is not dominated by one particular period of style of building but rather it is their combination that is of special interest.

Forming the centre in the area around the application site is the Seven Dials Pillar, seen from each entrance to the Dials. The character surrounding the column is derived from the street layout, the scale of buildings, plot sizes and the uses. Surrounding the circus at Seven Dials are seven distinctive corner buildings that terminate the radiating streets. From the column there are long vistas along narrow streets that are lined with tightly built terraces and warehouses. The close proximity of industrial buildings with domestic terraces, which date back to 18th and 19th centuries, creates the special quality of the Conservation Area.

Monmouth street runs north to south through Seven Dials, It retains some 17th century and 18th century buildings. Shorts Gardens predominantly consists of 19th century commercial buildings. The area has also seen many new developments which complement the historic architecture of Covent Garden. New developments have been successful because of their design, in particular their scale, height and materials but in addition the uses being appropriate at the location.

Assessment of Impact

- The Crown Public House is a mid-19th century building. It is a building of architectural and historic significance owing to the internal finishes, windows and other internal building elements. The stucco treatment on the external façade also holds architectural significance. The building consists of mixed land-uses with commercial land-use at the ground. There are some existing TV aerials present on the rooftop.
- The proposed development would consist of installation of 2 no. antennas mounted on support poles; installation of 3 no. equipment cabinets on new steel grillage base, installation of 1 no. meter pillar; plus ancillary apparatus.
- Though it has been acknowledged that the siting of proposed apparatus is in the context of a protected setting and historic building, policy 131 of the NPPF encourages certain heritage assets to be put to

viable uses consistent with their conservation so far as the significance of the asset is not harmed in a detrimental manner.

- The harm to Conservation Area and Listed Building has been mitigated by considering the most plausible design solution, which could keep the visual impact to minimum possible and satisfy the radio & technical requirements of the overall network.
- An option to setback the antennas from the edge of the building was considered at initial stages. This option was considered since it would reduce the visual impact of the installation in both short and long distance views. However, it was confirmed by design engineer that since the building is a low structure, moving the antennas away from the parapet would lead to clipping of radio signals. To avoid clipping, the antennas would have to be raised to move them back. This option was not considered any further since it wouldn't tend to reduce any impact in long-distance views.
- An alternative design option was explored. Special shorter antennas were considered as an alternative to reduce the visual impact in short and long distance views. The antennas would be approximately 1.3 metres in height as compared to the standard antennas which are 2 metres in height. This would seemingly reduce the prominence of the antennas in both short-distance and long-distance views. Two antennas would be installed at the two ends of the building.
- The equipment cabinets would be concealed by the parapet wall. A very tiny section of one of the proposed cabinets would be visible from behind the parapet wall. Therefore, the impact of the cabinets would be negligible at the roof level. The proposed meter pillar at ground level would be a small box located near the edge of pavement adjoining Shorts Gardens. The impact at street level would be minor and acceptable.
- Minor ancillary works including the installation of steel grillage base, grillage walkway with handrail, clipping of power supply cable to the parapet wall are required for the installation and functioning of the site. These works would not hamper the masonry of the building in a detrimental manner due to their minor nature. The changes to the fabric of the building would be most minimal in scale. Therefore, the impact on the setting of Listed Building would be minor and should be considered acceptable.
- The site-selection process was constrained primarily by the lack of interest by local landlords in accommodating a base-station on their property in this instance. Due to the closely-knit radio network in surrounding area, the radius of the search area for finding an alternative site was small. Any location outside the search area would take the cell away from required target area. Another important factor was to prevent any radio interferences with neighbouring sites, or upcoming proposed new sites under other projects. These factors dictated the selection of proposed site location for a replacement site.
- A desktop research revealed that the proposed site would not be visible in long-distance views from most of the streets in the context of the radial pattern of streets. The base-station would be visible from the open space at the Sun Dials Pillar. However, owing to the minor size and scale of antennas, the impact on the setting of the Pillar and the Conservation Area would be minimal and should be considered acceptable.

Conclusion

To sum it up, it is acknowledged that the setting is of notable character. However, the proposed development is of a minor scale and size. It is required to reinstate coverage, which is soon to be lost and fulfil the telecommunications demands of the local area. The presence of commercial enterprises, businesses, residences and recreational land-uses justifies the requirement for high-quality telecommunications connectivity in this buzzing urban area. Government's support in favour of promoting advanced telecommunications coverage encourages Operators to ensure good coverage in key urban areas so far as the environmental impact of such base-stations have been kept low.

The constraints in this case, including the lack of interest of local landlords for accommodating a site, form a material consideration in the assessment of harm to the heritage setting. Considering the constraints, minor scale of apparatus and advantages from reinstating coverage, the harm to the heritage assets would constitute minor harm which is outweighed by the numerous benefits to local businesses and community in this instance.