

STRIDE TREGLOWN

**PLANNING AND HERITAGE
STATEMENT**

BARCLAYS – EALING
BROADWAY

BARCLAYS BANK PLC UK



STRIDE TREGLOWN JOB NO.
153574
PREPARED BY
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CHECKED BY
LAUREN COOK
DATE
15.12.2020
REVISION
A

Revisions

Revision	Description
Rev A	For internal review.

1. Introduction

1.1. Background

1.1.1 Stride Treglown, on behalf of Barclays Bank UK PLC, submit this Planning and Heritage Statement in support of an application for planning consent for the installation of bird deterrent spikes to the eaves and above the advertisement sign to the front and side of the branch.

1.1.2 The branch has been subject to an infestation of pigeons, roosting on the eaves and depositing waste on the floor at the front of the branch.

1.1.3 The waste is unsightly, damages the hard landscaping and presents a slip hazard to customers, staff and other pedestrians. In particular, deposits of waste have built up in the vicinity of the ATM, which poses a risk to health.



Image 1: Bird waste at the ATM



Image 2: Fouling at the side of the branch near the ATM

1.1.4 The branch has consulted a specialist vermin contractor who have advised the installation of bird deterrent spikes to alleviate the problem.

2. Site Location and Context

2.1.1 The branch is located at 53 Broadway, Ealing, West London, and sits wholly within the London Borough of Ealing Council. The branch is located within Ealing Town Centre Conservation Area.

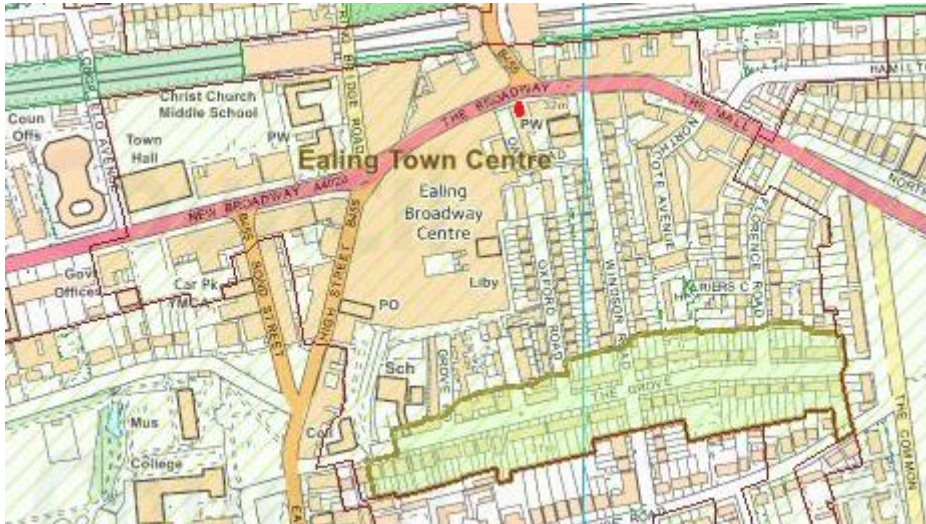


Image 1: Ealing Town Centre Conservation Area, edged in dark purple, area covered by Article 4 Direction shaded green, branch shown by red. (Ealing Council interactive map)

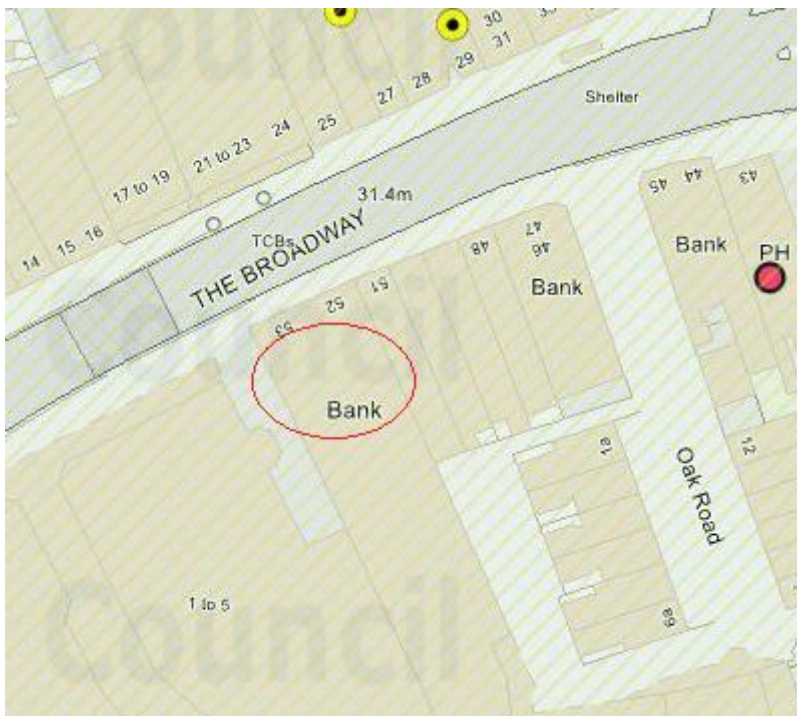


Image 2: Location of the branch outlined in red, locally listed buildings shown as yellow circles, nationally listed buildings shown in pink.

- 2.1.2 The bank is in the main shopping area, however many of the upper floors of retail units have been converted to residential uses that increases the vibrancy and footfall outside of retail hours.
- 2.1.3 The bank occupies a front single-storey extension to the three/four storey Victorian terrace that sits behind the street frontage. It is believed that the single storey extension dates from the 1970's.
- 2.1.4 The following drawings have been submitted to provide detailed information to support this application:
- **Location Plan;**
 - **Site/Block Plan;**
 - **Existing Front/Side Elevation;**
 - **Proposed Front/Side Elevation.**

2.2. Planning History

- 2.2.1 Planning history for the address is held on the London Borough of Ealing Council planning website and listed below for the last five years, it appears that only the advertisement consent reference 200386ADV relates to the ground floor Barclays bank, however the applications for the upper floors are included for context.

165208PAOR Change of use from office (use class B1a) to residential (use class C3) to provide one residential unit (56 Day - Prior Approval Process) DECISION: Prior Approval is unlawful and refused. 22.11.2016

173965FUL External alterations to the side elevation involving replacement of an existing glass door with a wooden door; and installation a security light (above the door) and a CCTV camera. DECISION: Approved 28/09/2017

183024VAR Application for Minor Material Amendment (S73) to vary condition 2 (approved plans) of planning permission ref: PP/2013/0957 dated 03/07/2013 (as amended by non-material amendment application ref P/2014/0351 dated 20.02.2014) for "Change of use of part first, second and part third floor from office (Use Class A2) use to 8 residential flats (5 x 1bed, 3 x 2 bed flats) including first, second and third floor level rear extensions (with associated balustrades, rooflights and roof terrace) and external alterations." The variation involves changes to the internal general layouts and unit configurations, details of window replacements and changes to the external elevations, removal of 3 roof lights and revised bin store location. DECISION: Grant Approval with Conditions 08.10.2018

192182FUL Construction of second floor and mansard level above existing building to provide eight self-contained residential units (6x1 bed, 2x2 bed); with associated landscaping, amenity space, cycle and refuse storage. DECISION: Grant Approval with s106 Conditions

200386ADV Installation of 1. no internalised digital marketing poster (Advertisement Consent). DECISION: Grant Approval with Conditions. 25.03.2020

204489NMA Application for a Non-Material Amendment in (s96a) relation to planning permission ref: 192182FUL dated 26/06/2020 for 'construction of second floor and mansard level above existing building to provide eight self-contained residential units (6x1 bed, 2x2 bed); with associated landscaping, amenity space, cycle and refuse storage.' Amendments seeking internal reconfigurations to replace 1x1-bed unit with 1x studio unit at second floor level and the repositioning of 2 no. second floor windows to the flank elevation. DECISION: Approved 10.11.2020

3. Legislative Context

3.1.1 Sections 16 and 66 of the Planning (Listed Buildings and Conservation Areas) Act 1990 require authorities considering applications for planning permission or listed building consent for works which affect a building in a conservation area to have 'special regard' to certain matters, including the desirability of preserving the setting.

3.2. Conservation Principles Policies and Guidance for the Sustainable Management of the Historic Environment (2008).

3.2.1 Paragraph 5.3 of the above document states "potential conflict between sustaining heritage values of a place and other important public interests should be minimised by seeking the least harmful means of accommodating those interests".

3.2.2 Paragraph 5.4 states "If conflict cannot be avoided, the weight given to heritage values in making the decision should be proportionate to the significance of the place and the impact of the proposed change on that significance".

3.2.3 Paragraph 138 refers to new work or alterations and states that this should normally be acceptable in the following circumstances:

- 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 any alternative solutions in the future.

4. Planning Policy Context

4.1. National Planning Policy Framework (July 2019)

Overview

4.1.1 The National Planning Policy Framework (NPPF) was most recently reviewed and updated in July 2019.

4.1.2 Section 16 refers to conserving and enhancing the historic environment. Footnote 62 states “The policies set out in this chapter relate, as applicable, to the heritage related consent regimes for which the local planning authorities are responsible under the Planning (Listed Buildings and Conservation Areas) Act 1990, as well as to plan making and decision making.”

Conserving and enhancing the historic environment

4.1.3 Section 16 of the NPPF considers historic assets. Proposals related to heritage assets will require (Para 189) the applicant to describe the significance of the heritage asset affected, including any contribution made by their setting. The level of detail required should be proportionate to the asset’s significance and the level of detail required to understand the impact on the asset. As a minimum, the relevant local historic environment record should be consulted and where appropriate expertise should be considered where necessary.

4.1.4 Local Planning Authorities will be required (Para 90) to identify and assess the significance of a heritage asset, taking account of all information available. This is intended to help minimise the conflict between proposals and the heritage assets themselves.

4.1.5 Key considerations (Para 192), when determining applications, related to heritage assets, include:

- Sustaining/enhancing their significance.
- Putting them to viable use.
- Creating a positive contribution to sustainable communities and economic viability; and
- The desirability of new development improving the local area.

4.1.6 Great weight is afforded (Para 193) to the conservation of a heritage asset, irrespective of the level of harm caused, if any. Any such harm should require (Para 194) clear and convincing justification to permit the development.

4.1.7 Proposals that would lead to substantial harm (or total loss) should be refused (Para 195) unless it is necessary to achieve substantial public benefits that outweigh the harm. Or, alternatively, if all the following apply:

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

4.1.8 In instances where less than substantial harm is caused, this harm should be weighed against the benefits of the proposal, including, where relevant, securing its optimal viable use (Para 196).

4.2. Ealing Development (Core) Strategy

4.2.1 The Development (Core) Strategy was adopted in April 2012 and sets out the vision for the future development of the borough up until 2026.

4.2.2 Policy 1.1 is the Spatial Vision for Ealing 2026, and seeks to promote businesses in the town, and the viability and vitality of the boroughs town centres.

4.2.3 Policy 1.1 seeks to maintain and improve the boroughs historic character and enhance the significance of heritage assets therein.

4.3. Supplementary Planning Documents

Development Management

4.3.1 Policy 7C Ealing Local Policy – Heritage. Section B states that development within or affecting the setting of Conservation Areas should ensure that the retention and enhancement of characteristic features of the conservation area.

4.3.2 Development within or affecting a Conservation Area should retain elements that are positive in the area and improve or replace aspects and elements that detract from the Conservation Area. Significance of heritage assets should be understood and conserved through sustainable inclusive design. Harm to heritage assets should be avoided. Any harm should be exceptional, in relation to the significance of the asset and justified.

4.3.3 Heritage assets include the Conservation Area as a whole.

5. Proposed Works

5.1. Aims and Objectives

- 5.1.1 The installation of bird point deterrent to the front and side of the bank would deny the birds their roosting points and prevent the build-up of fouling on the pavement at the front of the bank and ATM area to the side of the bank.
- 5.1.2 The bird point deterrent acts as a physical barrier between the feral pigeons and the affected area.
- 5.1.3 The points are blunted and do not harm the birds in any way – as bird attempts to land its touches the protruding points and knocks it off balance thus preventing it from alighting. The birds will make several attempts to alight but once they “learn” that the area is now protected they will find an alternative roosting site.
- 5.1.4 The installation will require applying a high tack adhesive to the polycarbonate base of the bird point. The base is then placed on the affected roosting points and held in place until a small amount of adhesive comes through the holes in the base. This strengthens the bond between the bird point and the affected area.
- 5.1.5 The points will protrude at least 5mm over the leading edges to prevent the feral pigeons gaining a foothold and alighting on the affected area.
- 5.1.6 All excess adhesive will then be removed by means of a wetted cloth prior to setting. If it is necessary to remove the bird point installation, an adhesive remover can dissolve the adhesive and return the exterior to its previous condition.
- 5.1.7 A specialist contractor will carry out the works, to ensure the installation is carried out to industry standards and is a robust design.

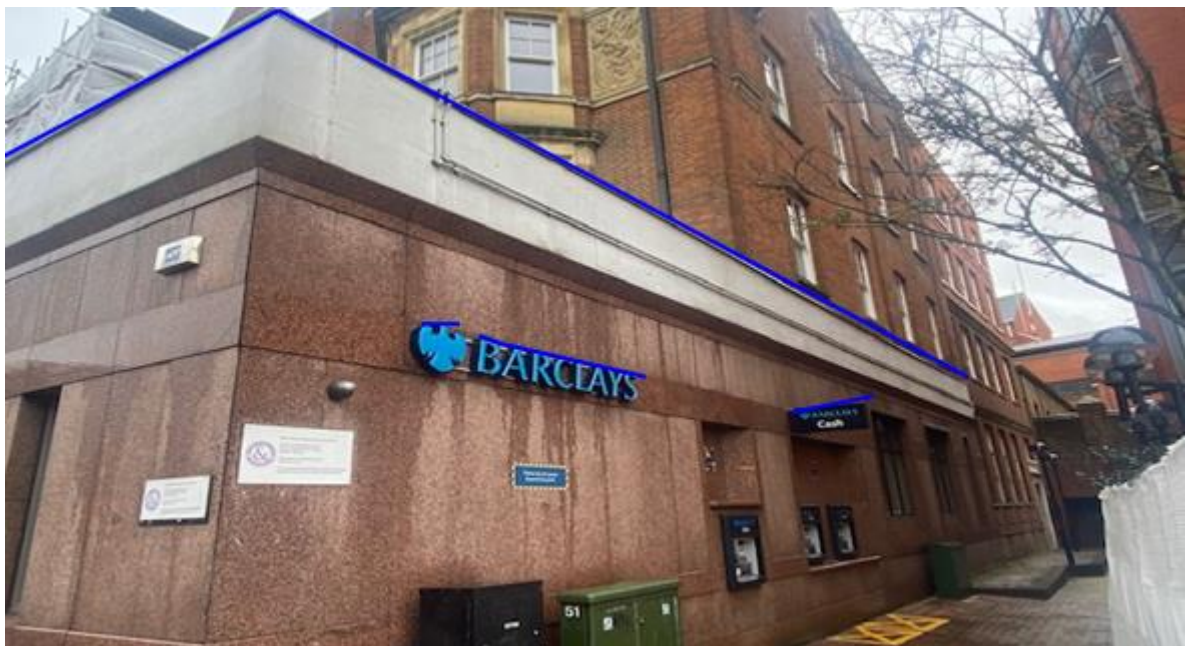


Image 3: Blue line shows the proposed location of the bird deterrent spike to the eaves and on the advertisement signs.



Image 4: Blue line shows the proposed location of the bird deterrent spikes to the eaves and on the advertisement signs.

6. Heritage Statement

6.1. Significance of the Heritage Asset

Conservation Area setting

- 6.1.1 Ealing Town Centre Conservation Area is one of several within the town. The Conservation Area was first designated in 1994 and extended in 2004.
- 6.1.2 A Conservation Area Appraisal was published alongside the Conservation Area Management Plan in December 2007.
- 6.1.3 The Town Centre Conservation Area is surrounded by other Conservation Areas that have influenced its historical development and impacts upon its setting. It is part of the historic parish of Ealing.
- 6.1.4 The Broadway, where the site sits forms one of the main thoroughfares through the Conservation Area and town and is in Sub Area 1. Sub Area 1 is the heart of the old Victorian commercial and civic centre. The architectural character is diverse comprising office buildings and shopfronts from the 19th and early 20th century woven together to later post-war and more recent developments.
- 6.1.5 The concerns for the area are that the modern development is often unsympathetic to its more historic neighbours. There are also concerns that a number of buildings in the Conservation Area are in poor quality.
- 6.1.6 To resolve this Development Management, need to ensure that quality proposals are approved, and that sympathetic maintenance and preservation are encouraged.
- 6.1.7 There is an Article 4 Direction in place in this Conservation Area, but the site of the proposed works does not fall within this.

Impact of the propose development on the Conservation Area

- 6.1.8 The impact will be minimal. The bird point deterrent system is comprised of small inconspicuous metal spikes a few millimetres in diameter that do not extend further out than 50 millimetres from the eaves and sign.
- 6.1.9 The areas identified for the bird spikes are all located above eye level and will be subtle and unobtrusive to pedestrians.
- 6.1.10 Deterring birds from roosting on the building will preserve the hard landscaping and building, as well as enhancing the visual amenity through the prevention of bird fouling which can be unsightly.
- 6.1.11 Within the wider street scene, the bird spikes will have no impact due to their size. There are other buildings in the town where similar measures have been taken with no negative impact to the historic setting of the Conservation Area.
- 6.1.12 Additionally, the proposed works are considered appropriate in terms of scale and materials. The work will be carried out by a specialist contractor to industry standards and with a method that respects and protects the building.

7. Summary

- 7.1.1 The proposed development is an important part of ensuring that pedestrians, as well as bank customers and staff can access the pavement, ATMs and main entrance without risk of slip or fall.
- 7.1.2 Deterring birds from roosting and fouling the bank eaves and advertisement signs attached to the building will prevent continued exposure to bird faeces that can damage the integrity of the building. It will also prevent the risk of parasites and bacteria that thrive on bird waste from entering the building and posing a risk to human health.
- 7.1.3 The proposed works will not impact on the historic setting of the Conservation Area, rather the prevention of waste from the feral pigeons contaminating the pavement will improve the amenity and appearance of the High Street.
- 7.1.4 The application should, therefore, be approved.

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