

# HERITAGE/DESIGN & ACCESS STATEMENT

MARKET TAVERN  
7 SHEPHERDS STREET  
MAYFAIR  
LONDON  
W1J 7HP

## **Introduction;**

This Heritage and Design & Access Statement seeks to meet the documentary requirements of the current NPPF, for buildings located within a Conservation Area and for buildings having a grade listing. It has been submitted to assess the interest of the application site to justify the proposed works in terms of their impact on the heritage asset identified. The statement assesses the nature, extent and importance of the significance of the asset and its setting to allow the impact of the proposed works on that significance and setting to be properly assessed by the local planning authority.

The statement is to accompany the Advertisement & Listed Building application for the above site for the owners for the installation of replacement signage

## **A Little about the asset**

### Details

TQ 2880 SE CITY OF WESTMINSTER SHEPHERD STREET WI 80/144 17-12-75 No 7 GV II Corner public house. Probably late C18, altered C19 and early C20. Stucco faced, slate roof. 3 storeys and dormered mansard. 3 windows wide to front and return. Early C20 public house front under fascia with mid C20 alterations. Upper floors have recessed flat arched sashes, no glazing bars. Parapets with copings. Part of the Shepherd Market development laid out c. 1735 and built c. 1746, the builder, designer and promoter being Edward Shepherd, who built and designed on the Grosvenor and Cavendish Estates.  
Listing NGR: TQ2871080206

Built in 1808 and close to the original site of London's 'May Fair', The Market Tavern oozes Victorian charm; the boudoir-inspired décor of its upstairs Chesterfield Room, available for private hire, is a nostalgic nod to a by-gone era when this quaint area of London was famous for brothels and bawdy tales – if only its walls could talk... With traditional wood-panelled interior, sumptuous Victorian period features and a private upstairs function room for hire, The Market Tavern attracts a diverse clientele, reflecting the village feel of the Shepherd Market area and holding the authenticity of a true British local at its heart.

### **Proposed Works:**

The proposal is to update the existing signage and exterior. Ashleigh Signs are the sign company commissioned to manufacture and install the proposed signage and the exterior repainting would be carried out by others

We would remove all existing signage and install the replacements as Drawing 164070

#### Item 01

The existing oval panel would be removed and replaced with rectangular double sided panel constructed from Aluminium with applied house name and logo. The panel would be re-installed to the existing decorative bracket and use existing illumination

#### Item 02a & 02b

Two sets of replacement sign written house name letters to be hand painted on site following the refurbishment and repainting of the fascia area by others. Four brass candle lights would be installed to each set.

#### Item 03

A proposed new brass lantern to be installed over the main entrance to give soft illumination for the safety of customers entering and leaving the building

### **Impact on the heritage significance/asset:**

The impact on the building, and wider street scene will be a positive one. The current external signage look quite old and in need of updating. Care has been taken when designing the new signs and locations to keep the character of the building.

### **Conclusion:**

The proposal is considered to cause no adverse harm to the Grade II listed property or the surrounding Conservation Area which would be preserved. The

proposals are therefore considered to meet the objectives of the NPPF concerning development in an historic context and meet the requirements of relevant local planning policy.