



Heritage, Design and Access Statement

Acosta Dance Centre, Woolwich

Installation of two flag poles and two un-illuminated
signs

at

Building 40, 1 Artillery Square, Woolwich

Heritage, Design and Access Statement

on Behalf of

Acosta Dance Centre

December 2023

Gould Baxter
2 Lucastes Mews
Paddockhall Road
Haywards Heath
West Sussex
RH16 1HE

Tel: 01444 452604

Email: hh@gouldbaxter.co.uk

Contents

- 1. Introduction1
- 2. Planning Statement2
- 3. Use4
- 4. Amount4
- 5. Layout4
- 6. Scale4
- 7. Landscaping4
- 8. Heritage Statement5
- 9. Appearance7
- 10. Access7
- 11. Conclusion.....8

1. Introduction

- 1.1 This is a Heritage, Design and Access Statement prepared to accompany an application for Consent to Display Advertisements for the installation of two flag poles and two un-illuminated signs at Building 40, 1 Artillery Square, Woolwich.
- 1.2 Building 40 relates to a detached two storey, Grade II* Listed building, that was formally known as the Royal Arsenal Board Room and is also within the Royal Arsenal Conservation Area. A Heritage Statement has been prepared as part of this statement under Section 8.
- 1.3 Building 40 is within the original Royal Arsenal Complex in Woolwich, located adjacent to Building 41, facing Artillery Square.
- 1.4 -The proposals have been guided by Pre-Application discussions, under reference 23/2052/PRE1, with the Royal Borough of Greenwich Planning and Conservation officers. This is referred in Section 2 of this document. The discussions have led to a proposal that respects the existing building and its listed building status, whilst creating a modern functionality for the current use of the building, a dance school.
- 1.5 This application demonstrates the following:
 - a) The principle of development is supported by the relevant planning policies within the Royal Borough of Greenwich Planning Authority and The National Policy Framework;
 - b) The proposed signage respects the existing building and its surrounding building through adopting a sympathetic, traditional design approach;
 - c) The proposals will not have any detrimental impact upon the amenity of the neighbouring properties;
 - d) The proposals will not have any negative impacts upon the setting of the listed buildings, the Conservation Area and the surrounding listed buildings.



Front façade of Building 40

2. Planning Statement

2.1 **Pre-Application**

Pre-application advice (ref. 23/2052/PRE1) was received on July 17, 2023 in respect of the installation of signage to the front of the application building. This is to advertise Acosta Dance Foundation and to make people aware of the dance school that is located there.

Conservation Officer comments:

Further to our recent site meeting, following my discussion of your proposals within the Conservation Team, my 'in principle' comments are set out as below:

Whilst I was initially recommending for you to consider vertical banners, having considered the proposal at a great depth and to reduce insensitive and visual clutter, it is considered two flat poles not extensively large or positioned at a high level, as indicated below may be considered to be acceptable (subject to design). Given the original character of the building it is considered the flat poles are reversible and their installation will not detract from the original character of the host asset.

Additionally, you may want to consider unilluminated signage with sensitively designed external illumination (please see an example within in a proximity) may also be acceptable in principle, in the position highlighted in the photograph below. Any external illumination should strictly be located just below the string courses.

Please note, the position of the above signage is not a good example, I have only included the photographs to show you the type of muted and sympathetic signage that may be considered to be acceptable in principle.

Please note, the flat poles and the un-illuminated signage will be the favourable options for a Listed Building Consent and Advertisement Consent. Vertical banners as initially suggested will not be acceptable. Subject to meeting leaseholder agreement, there will be no objection to un-fixed flat pole signs (you may want to include them with your formal application).

2.2 **Planning History**

The property has limited recent planning history as follows;

20/1711/F - Removal of existing steps, installation of new external access, surfacing works and new slot drain to the main entrance on the east elevation of the Grade II* building (Re-consultation updated description) – APPROVED

20/1712/L - Listed building consent sought for the removal of existing steps, installation of new external access, surfacing works and new slot drain to the main entrance on the east elevation of the Grade II* building – APPROVED

18/2893/L - Listed building consent is sought for external alterations to the Grade II* building to facilitate disabled access including removal of rails and stairwell, installation of wheelchair ramp and stairs and repairs and upgrades to windows and doors, as well as repairs and upgrades of internal features including floorboards, ceilings, replacement windows and doors, and associated works in connection with the buildings continued use as a dance academy (Class D1) – APPROVED

17/3039/CLPL - Certificate of Lawfulness of Proposed Works to a Listed Building for the installation of external CCTV cameras – APPROVED

98/1065/F - Refurbishment of external envelope of existing Grade 2 Listed Building – APPROVED

98/1066/L - Refurbishment of external envelope of existing Grade 2 Listed Building - APPROVED

2.3 **Planning Principles**

As discussed in paragraph 2.1, in principle, the pre-application advice is supportive of advertising Acosta Dance Foundation on the front façade of the Grade II* listed building. In the Conservation Officer's view, the use of flag poles and subtle un-illuminated signs would be the correct approach and would be deemed acceptable to protect the Listed Building, Conservation Area and surrounding listed building.

This signage is of exceptional standards and ensures it is respectful of the Grade II*-listed status of the building.

2.4 **Design and Landscaping**

The principle of the works is accepted owing to the pre-application advice and the current use of the building. The materials proposed are sympathetic to the character and setting of the Listed Building and the Conservation Area.

2.5 **Scale**

The scale and massing of the building remains unchanged.

2.7 **Neighbour Amenity and Impact**

The proposals will not have any detrimental impact upon the neighbouring properties.

3. Use

The current use of the building as a dance academy is being retained.

4. Amount

4.1 The proposals comprise the following works:

- Installation of two flag poles to the front façade of the building;
- Installation of two un-illuminated signs to the front façade of the building.

5. Layout

The layout of the existing building will remain unchanged.

6. Scale

6.8 **Setting**

As can be seen on the location plan submitted as part of the application, the predominant character of the area is a mixture of residential and commercial use buildings.

6.9 **Neighbour Amenity**

The proposal will not have any detrimental impact upon the amenity of the neighbouring properties.

7. Landscaping

7.1 The landscaping remains unchanged.

8. Heritage Statement



View of Building 40 in 1869



20th Century interior of the Board Room

- 8.1 **Scheduled Ancient Monument (SAM)** – The proposals do not affect a Scheduled Ancient Monument or its setting.
- 8.2 **Archaeologically Sensitive Area (ASA)** – The proposed development is not within an Archaeologically Sensitive Area.
- 8.3 **Listed Building** – Building 40 relates to a two-storey Grade II* listed building formally known as The Board Room. The date first listed was June 8, 1973.

TQ 4479 PLUMSTEAD ROAD SE18 (North side)

786/9/54 Royal Arsenal The Board Room 08/06/73

GV II*

Board Room for Officers of the Ordnance Board and Cadets' Training Academy, later pattern room, Royal Military Academy, and officers' mess. 1718-20, attributed to both Sir John Vanbrugh and Nicholas Hawksmoor, for the Board of Ordnance, extended c1741. Red brick with rear lateral stacks and slate hipped roof. PLAN: Single-depth plan with N Board Room and S Academy, rear stair tower, enclosed by c1741 extension. EXTERIOR: 2 storeys; 7-window range, with 3-storey and attic; 6-window rear wing. A symmetrical front has a cornice and parapet, central pedimented entrance bay set forward with a ground-floor porch with banded jambs, shallow-arched lintel and deeply-set doorway and C20 door, and flanking deeply-set narrow windows; above, a tall round arch with plain balcony, flanking round plinths with lion and unicorn figures, a recessed round-arched window beneath a clock, narrow flanking windows, and above the impost band small oculi either side of a wind dial, with an iron weather vane on the pediment. Outer sections have tall round-arched 6/6-pane sashes and oculi above. Left-hand end has a single ground-floor window and 2 oculi, with a raised central parapet section. Right-hand end has a full-height header bond bow with raised parapet, 3 round-arched windows and flat-headed raised panels above each. Rear 6-window extension has segmental-arched windows, gables and

parapet. Interior contains an entrance hall with stone and slate floor, round-arched doors each side with 8 raised panels and a panelled fanlight and panelled reveals, to a rear dogleg stair with stick balusters, uncut string and moulded rail; right-hand full-height former Academy Room with oak panelling and moulded skirting, flagged floor, good stone fireplace with architrave, consoles and cornice set forward to the sides, left-hand Board Room with an inserted floor across a C18 grisaille wall painting of trophies, and matching fireplace. HISTORICAL NOTE: Built on the site of Tower Place, the original residence of the Lieutenant General of Ordnance bought by the Crown in 1671, and used as the office of the Board of Ordnance. The left-hand room was used from its foundation in 1741 by the Royal Military Academy until it moved to Woolwich Common in 1806, and later as a model or pattern room for foundry patterns. The lion and unicorn probably those formerly on the gateway into the Royal Laboratory yard. A robust and strongly-articulated building, characteristic of the early C18 Baroque manner of the Ordnance Board associated with Vanbrugh and Hawksmoor, and of considerable historic significance for its connection with both the Board and the early RMC. Vanbrugh is associated with the early expansion of the Arsenal after the Board of Ordnance moved gun founding to the site in 1716. (Pevsner N and Cherry B, *The Buildings of England: London South*, London, 1983, p.288; Hewlings R, *English Architecture, Public and Private*, in (ed), 1993, pp.215-229; Hogg O F G, *The Royal Arsenal*, Oxford, 1963, pp.252-273; RCHME report, 1994; Wesley H, *The Royal Arsenal: a brief history*, London, 1987, p.16)

Listing NGR: TQ4371279266

8.4 **Conservation Area** – The building is within the Royal Arsenal Conservation Area.

8.5 **Registered Park or Garden of Special Historic Interest** - The site is not situated within any Registered Park or Garden of Special Historic Interest

8.6 **The Site**

The Royal Arsenal, Woolwich is located in the Royal Borough of Greenwich (RBG). An industrial site, comprising of 5 buildings today, producing weapons until its closure in 1967.

Established in the late seventeenth century, it was home of where ammunition, fuses and gunpowder were made and until the 1960s, a main hub of storage and manufacture of military equipment in London.

The five buildings today, 17, 18, 19, 40 and 41, are all historically significant sites and is part of one of the most important military industrial sites in the country.

8.7 **Building 40**

Building 40, formally known as the Royal Arsenal Board Room, is a Grade II* listed building that was a board room for the governing body of the Royal Arsenal, 'Officers of the Ordnance' and a training academy for cadets.

The building was constructed in phases from 1719-1723 and internally, retains the volume of the original Board Room, with a double height space to the right side of the entrance hall. To the left, there has been an alteration with a new mezzanine floor that was added during the 20th century. To the rear of the building, there is a division of smaller spaces, with one original stair retained, but features some 20th century alterations.

The entire building is constructed in a mix of buff/dark red umber brickwork laid in Flemish bond coursing. The front facade features brick detailing to the entrance and a curved two storey bay to the north gable elevation. The pitched roof is made of lead finished behind a brick parapet. The rear façade is of brickwork with a clay tile roof and an enclosed garden to the south.

8.8 **The Proposed Works**

It is evident that Building 40 is a historically significant site that has contributed to the understanding of the urban and social development of Woolwich. Due to this, the proposed signage respects the existing building through adopting a sympathetic design approach and ensuring there is no negative impact upon the setting of the Listed Building and the Conservation Area. As the Conservation Officer highlights, the installation of flag poles will not detract from the original character of the listed building and will be deemed acceptable.

The proposed works are reversible and will not impact the historic fabric of the Grade II* listed building.

How works to be carried out: Temporary mobile access platform and necessary guarding, to allow bolt/screw fixings to be inserted into the masonry for the signage and flag pole holders.

9. Appearance

The two un-illuminated signs ~~to~~ will be standard white acrylic with a matt white finish. Metal rods will be attached to the rear of the logo and lettering which will be fixed to the front elevation. It will be fixed flush to the wall and will stand out by the depth of the material of 20mm. As the attached Signage Specification document illustrates, the overall height of the signage is 1400mm. The signage will also feature additional lettering alongside Acosta and will include, 'Dance Foundation or Centre'.

The two flag poles are proposed to be 45-degree angled flags that are around 3m in length. Both flag poles are attached to the front elevation of the

first level. Please refer to the signage proposal attached to this application for further information.

10. Access

The proposal does not affect the existing access from the public highway.

11. Conclusion

11.1 By virtue of its design and detailing, the proposed signage demonstrates a **high standard of design**.

11.2 The following can be concluded:

- a) The principle of development is supported by the relevant planning policies within the Royal Borough of Greenwich Planning Authority and The National Policy Framework;
- b) The proposals have been guided by the pre-application advice under ref. 23/2052/PRE1 and therefore are justified in terms of design, location and size.
- c) The proposals will not have any detrimental impact upon the amenity of the neighbouring properties.

11.3 For the reasons outlined above, the proposals comply with the aforementioned planning policies.

(End of document)