

Planning Statement

SILVER CROSS

33 Whitehall
London
SW1A 2BX

Introduction:

This Statement seeks to meet the documentary requirements of the current NPPF, It has been submitted to assess the interest of the application site to justify the proposed works in terms of their impact on the area. 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.

Design Principles and Concept

As the building is listed. The concept is to mainly replace the existing signs which due to age and condition do not reflect the importance of the building and street scene. The design has been changed in order to improve the overall appearance of the exterior without changing its character.

A Little about the pub

It was first opened as a licensed pub in 1674. The building had been an establishment at that location since the thirteenth century. It has been argued to be the only theoretically legal (albeit non-operating) brothel in the country, on the grounds that a 17th-century royal licence on the building was never revoked.

Schedule of Works

All existing signs would be removed and any fixing holes made good. The replacement signs would be manufactured at works and fitted on site in accordance with the method statement supplied to the main contractor.

Listing

Details

Greater London Authority

City of Westminster (London Borough) Non Civil Parish

TQ 30099 80296

TQ 3080 SW CITY OF WESTMINSTER WHITEHALL SW1 83/51 (East side) 21-8-75 No 25 GV II Chambers, offices and shop. Mid C19 and c.1900 alteration and refacing of mid to later C18 houses. Portland stone narrow Whitehall front; stock brick north side and stock brick with red brick dressings to Craig's Court; slate roofs. 4 storeys and later attic. 1 window wide to Whitehall. Modern shop front to ground floor beneath entablature. 1st floor canted bay window with concave sides. 1st and 2nd floors flanked by giant Ionic pilasters supporting open segmental pediment framing triangular pedimented window of the original attic storey. North side of 4 storeys and dormered mansard; 9 windows wide irregularly grouped, plus a single bay return to the Whitehall facade with similar detail but with paired windows. Rear to Craig's Court (probably rebuild of C18 facade) of 4 storeys, basement and attic in mansard. 9 windows wide grouped in threes, the centre being a full height canted bay. Recessed plate glass sashes under flat gauged red brick arches. String courses to 1st and 3rd floors; parapet with coping. Included for group value only.

Listing NGR: TQ3009980296

Impact

These signs have been specifically designed with careful consideration given to the setting of the building and area. The impact on the building, and wider street scene will be a positive one.

Conclusion:

The proposal is considered to cause no adverse harm to the surrounding 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.