



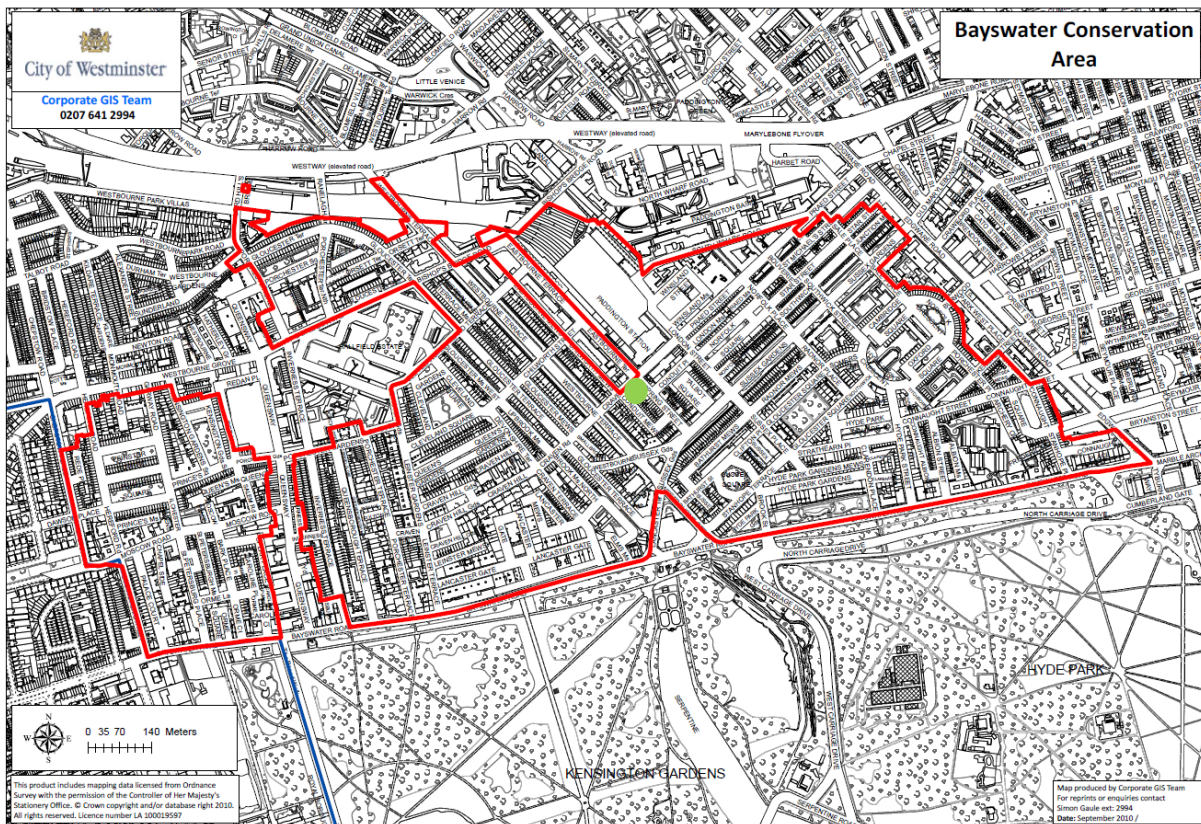
9 Craven Road
W2 3BP

Heritage Statement

Introduction

This statement has been prepared by ADP London on behalf of the client in support of a planning application for Alterations to the existing shopfront including new illuminated sign, new illuminated projection sign, new retractable awing and internal alterations. (retrospective).

The site is in Bayswater Conservation Area and the building is part of Grade II terrace listed buildings from No5 to No9 dated since 1975.



Site Description and Context

The site is 5 storey building with basement . There is commercial unit at the ground and basement level, and residential accommodation at upper floors. The building is part of terrace properties. Similar 4-6 storey terrace buildings are in the area.

The site is located on Craven Road. The road is lined with numerous old structures, the majority of which were built in the 19th century, giving the streetscape a distinct historic flavour.

In close proximity to the site are located other - Grade II listed buildings:

- NHLE ref 1066959 13-19, Craven Road - Grade II listed buildings -
"TQ 2681 SE CITY OF WESTMINSTER CRAVEN ROAD 52/19 (south-east side)
1.2.74 Nos 13-19 (odd).

GV II

Terrace. Early-mid C19. Possibly designed by Roumieu. Brown brick with stucco dressings. Roof concealed by parapet. 3 storeys and attic, each house 2 bays. Remains of C19 shop front to No 15, otherwise C20 shop fronts. Above, houses divided by plain brick pilasters. Iron balcony to 1st floor. Sashes with glazing bars in pilastered surrounds with simple Greek key motif above. 2nd floor round-arched sashes, some with glazing bars and radial glazing in the heads to Nos 17 and 19, in stucco surround with moulded archivolt on impost blocks. Modillion cornice. Sashes to attic, mainly with glazing bars, in architraves. Coping to parapet.

Listing NGR: TQ2660081105"

- NHLE ref 1290821 11, Craven Road – The Ascot Hotel - Grade II listed building
"TQ 2681 SE CITY OF WESTMINSTER CRAVEN ROAD, W2 52/20 (south-east side)
10.4.75 No 11 (the Ascot Hotel).

GV II

Hotel. Mid-late C19. Painted brick with stucco dressings, Welsh slate roof. 4 storeys with tall attic and roof dormers, 5 bays. C20 ground floor. Above, pilasters define bays, rusticated to 1st and 2nd floors, fluted above with composite capitals. Stucco central bay. Segmental-arched sashes in eared architraves with hoods. Central bay has volutes flanking 3rd floor window and broken pediment with bust to attic. Modillion cornice. Outer bays have segmental pediments at cornice level. Further cornice to attic. Mansard roof with C20 dormers.

Listing NGR: TQ2661881120"

- NHLE ref 1066958 5-7, Craven road - Grade II listed buildings
"TQ 2681 SE CITY OF WESTMINSTER CRAVEN ROAD, W2 52/21 (south-east side)
10.4.75 Nos 5 to 9 (odd)

GV II

Terrace. Mid-late C19. Painted brick with stucco dressings. Welsh slate roof. 4 storeys plus attic with dormers, each house 2 bays. Pilasters divide each house, rusticated to 1st and 2nd floors, fluted to 3rd floor with composite capitals. Ground floor flanked by pilasters, partly vermiculated, remains of C19 shop front to No 7, otherwise C20. Above, segmental-arched casements in eared architraves.

Segmental cornices with human heads to 1st floor. Iron balconies throughout. Modillion cornice. Mansard roof with tall dormers.

Listing NGR: TQ2662881128"

Planning History

- 88/01321/ADV - Illuminated Sign - Consent to display advert - Conditnl HIST
- 88/00037/LBC - New Shopfront And Fascia Blind - Grant LB Consent w. condits HIST
- 87/05517/FULL - Installation Of New Shopfront - Grant PP with Conditns HIST
- 96/03167/LBC - ERECTION OF A ROLLER CANOPY - Application Permitted

Proposed Development

The application seeks full Planning Permission for New shopfront including new sign, projection sign, new retractable awing and internal alterations. The proposals are detailed on the following plans which form the application package. Paragraph 11 of the NPPF states - "*Plans and decisions should apply a presumption in favour of sustainable development.*"

Significance statement

This Statement's objectives are to evaluate the Site's contribution to the heritage value of the nearby designated heritage assets and to identify any harm or profit to them that could arise from putting the development ideas into action, as well as the severity of such harm if applicable.

In the NPPF, heritage significance is defined as:

'the value of a heritage asset to this and future generations because of its heritage interest'. Such interest may be archaeological, architectural, artistic or historic' and it may derive 'not only from a heritage asset's physical presence, but also from its setting'.

Advice is provided on how to evaluate significance as part of the application process in '*Historic England's Historic Environment Good Practice advice in Planning Note 2*'. It suggests comprehending the type, scope, and importance of a heritage item. The four different categories of heritage value an asset may possess — evidential, historical, aesthetic, and communal — as outlined in '*Historic England's Conservation Principles*'.

- Evidential value: the potential of a place to yield evidence about past human activity.
- Historical value: the ways in which past people, events and aspects of life can be connected through a place to the present – it tends to be illustrative or associative.
- Aesthetic value: the ways in which people draw sensory and intellectual stimulation from a place.
- Communal value: the meanings of a place for the people who relate to it, or for whom it figures in their collective experience or memory

Setting and significance as defined in the NPPF: '*Significance derives not only from a heritage asset's physical presence, but also from its setting.*' Setting is '*the surroundings in which a heritage asset is experienced. Its extent is not fixed and may change as the asset and its surroundings evolve. Elements of a setting may make a positive or negative contribution to the significance of an asset, may affect the ability to appreciate that significance or may be neutral*'. Additionally, it is of course possible that sites, buildings or areas have no heritage significance.

Assessment

In putting up this proposal, consideration has been paid to the site's interests in relation to the conservation area and setting of nearby listed buildings. It is considered that the proposal would not harm the setting of the two Grade II listed building in close proximity to the site - 5-7, Craven road, W2 3BP.

No. 9 Craven Road is significant because it is a terrace from the 19th century and contributes to the unique character of the Bayswater Conservation Area. The variety of terrace residential developments from the early to late 19th centuries makes this conservation area especially noteworthy.

The significance of the Bayswater Conservation area according to the council Conservation area audit No.6"(2000) are:

"The townscape of the Bayswater Conservation Area is uniform despite its being composed of several distinct areas developed over the space of about 70 years and by different estates and speculators using different architects. Although the architectural details vary, they have a common source in the Italianate style. The consistent scale of the development, density and above all the use of stucco overcomes what are in effect superficial differences. The excellence of the street layout itself, a regular composition of streets and squares, enhances this impression of unity."

The Conservation Area Audit states the following about Historic shopfronts:



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"There are good groups of original shopfronts at key points in the residential areas of the conservation area. Where they occur in groups, and Connaught Street is the best example of this, they produce a distinctive mixed-use townscape (in most places there is residential accommodation above) stands in striking contrast to the quieter residential quarters nearby in places like Connaught Square or Sussex Gardens. Most of the historic shopfronts are fairly modest, of a simple softwood fascia, cornice and acanthus brackets to either side. Where the original glazed front survives or has been reproduced in replica, the affect is striking. South of Paddington Station, in London Street and Spring Street in particular, there were originally many mid Victorian shopfronts. There has been some loss over time and unsympathetic new designs. Enough survives within the street to enable accurate reconstructions of the original fronts to be made. Survival of mid nineteenth-century shopfronts is better in Craven Road and Craven Terrace, formerly local shopping streets whose character has been affected by the presence of the station and hotel. The relevant City Council policies concerning historic shopfronts can be found at UDP DES5 & 7. In addition there are two design guides, Advertisement Design Guidelines (1992) and Shopfronts, Blinds and Signs (1993) both published by the City Council and available on request."

The shopfront will be fixed and restored as part of the proposed works in order to harmonise with the elevated area that has been repaired and restored.

The 'Shopfronts, Blinds and Signs - A Guide to their Design' notes under the heading "Relation to the Street" that a shopping street's unique character might be derived from a variety of architectural and design elements, some of which can add vibrancy and richness, or from a uniformity of design. It goes on to say that while designing a new storefront, it's critical to take into account the common elements seen in nearby establishments or down the entire street.

A typical stallriser height, uniform bay widths and fascia depth, and rhythmically placed vertical subdividing glazing bars, mullions, and columns are a few examples. In addition, care should be used in selecting the fixtures, and the materials and colours utilised should blend in with the street's personality.

The stucco dressings on the building elevation is not including in the application and will be preserved.

The current changed shopfront has an uneven and discordant appearance; the restoration plans will address this building's negative aspect.

The restoration of a classical painted timber shop front would improve the external appearance of the listed building. The Bayswater Conservation Area's beauty and character would also be improved by the restored storefront.



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Conclusion

The proposed shopfront at No. 9 Craven Road has been meticulously designed and detailed to accentuate the significance of both the listed terrace and the conservation area.

There are no policy conflicts with the London Plan or the Local Plan of Westminster because no harm has been detected. The suggested storefront complies with the Shopfront Guidelines issued by the Council.