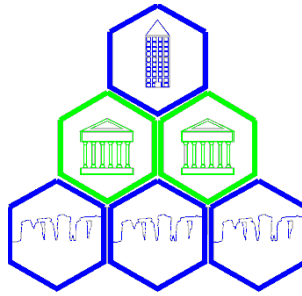


The Historic Environment Consultancy



Heritage Statement:
Thames Hotel
Ray Mead Road
Maidenhead
Berkshire
SL6 8NR
National Grid Reference: SU 9009 8166

Dr Peter Wardle & Colin Lacey

14th July 2016

Document Reference Number 2016/1318
Version 0.5

Heritage Statement: Thames Hotel
Dr Peter Wardle and Colin Lacey
July 2016

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Version Control

Version No	Draft	Content Added/Omitted	Date
0.5	Client Draft		July 2016
0.7	LPA Draft	Client Comments	
1	Issued Report		

Heritage Statement: Thames Hotel
Dr Peter Wardle and Colin Lacey
July 2016

1. Summary

This Heritage Statement should be read in conjunction with the planning application and listed building consent application and with the separate building recording report: Wardle, P & Lacey C. 2016. *Level 3 Building Recording of Thames Hotel, Ray Mead Road, Maidenhead*. Goring on Thames: The Historic Environment Consultancy Report Ref 2016/1319.

The building is a Victorian hotel with boathouse (now function room). It is dated to the Victorian period and the 19th century by photographic and map evidence.

It is not listed but is located in the Maidenhead Riverside Conservation Area.

The following phases of construction are present:

Phase	Period	Date	Description
1	Late Victorian	c. 1883	Eastern part of the building
2	Late Victorian	1883-1891	Western part of building including boat house
3	Late Victorian / modern	Post 1891	Extensions to north
4	Mid-late 20th century	1970s-2012	Fire escape (1976), en-suite bathrooms
5	21 st Century	Post 2012	Disabled toilet

The following alterations detract from the importance of the building:

- Loss of original plan form by the removal of walls to create larger public rooms and the addition of walls to form bathrooms
- Removal of fireplaces
- Removal of decorative features ie cornices or ceiling roses
- Addition of uPVC windows
- Loss of large surrounding plot of land
- Removal of most of the balcony
- Removal of doors to balcony
- Modern signage
- Blocking of entrances of southern elevation of the boat house
- The fact that the hotel is no longer a striking standalone building.

Planning Permission granted in 2013 included the demolition of the late Victorian (phase 2) boat house in its entirety. The demolition of the boat house will only serve to remove an element of the character of the building and will further detract from the character of the Conservation Area by removing a link to the 19th century boat building industry that was once carried out in this area.

The building, following implementation of the 2013 approved works, would have little of the character of the late Victorian – Edwardian Thames Hotel, which, as it stands, has already been compromised by unsympathetic late 20th century works, and as such, the building would detract significantly from the historic character of the Conservation Area.

There are intrinsic difficulties in the building continuing to operate as a hotel.

2. The Basis of the Report

This is a document describing and discussing all aspects of the historic environment (Conservation areas, Listed Buildings, Ancient Monuments and archaeological sites) in relation to the development proposal at the above location.

This follows the principles set out in:

Clark, K., 2003, *Informed Conservation*, English Heritage, London

English Heritage, 2011, *PPS5 Planning for the Historic Environment: Historic Environment Planning Practice Guide*

National Planning Policy Framework

The basic premise of this is that:

All conservation decisions should be based upon research and information.

Conservation is about managing change not fossilisation of buildings, land or landscapes.

Judgements should be based on evidence.

This report should be read in conjunction with the planning and listed building consent applications.

3. Introduction

3.1 The Client

This report was commissioned by Charlotte O'Mahony of JSA Planning for and on behalf of the building's owners.

3.2 Confidentiality and Copyright

This document is to remain confidential for a period of 12 months or until it forms part of a formal planning application or until otherwise indicated by the client. The copyright of this report belongs to the Historic Environment Consultancy. No liability to third parties is accepted for advice and statements made in this report.

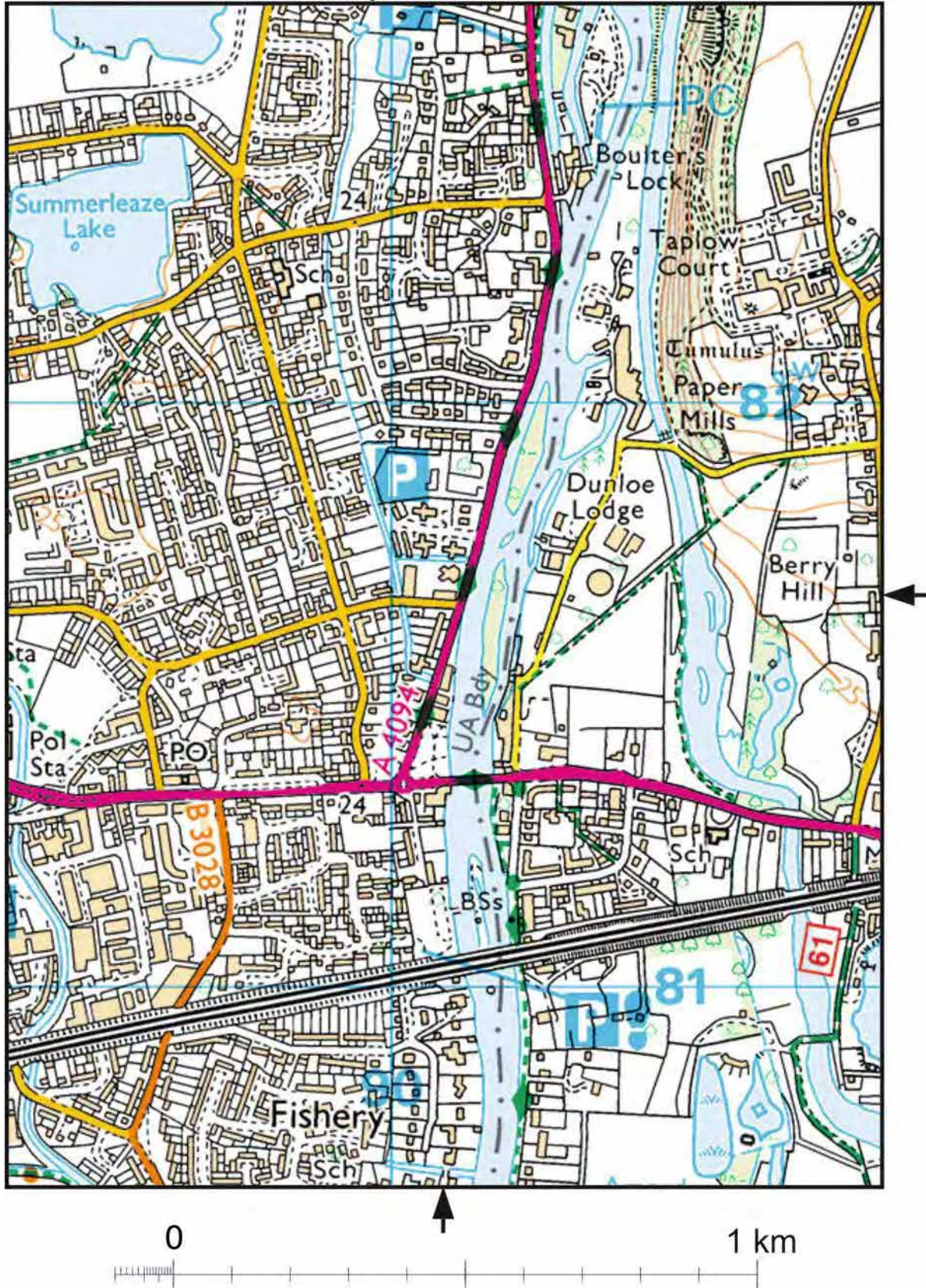
3.3 Location

Site Address:	Thames Hotel Ray Mead Road Maidenhead Berkshire
Post Code	SL6 8NR
Grid Reference:	SU 9009 8166

The general location is shown in Figure 1 and the detailed location in Figure 2.

3.4 Site Visit

The Site was visited by Dr Peter Wardle on 23rd June and 4th July 2016.



Metres 1:10,000 @ A4

Figure 1: General Location Plan. Scale 1:10,000



Figure 2: Detailed Location Plan. Scale 1:1000

4. Conservation Area

The development area is located on the edge of the Maidenhead Riverside Conservation Area. The extent of the Conservation Area is shown in the following figure. In 2010 the Maidenhead Bridge and Boulter's Lock Conservation Areas were joined to create the "The Maidenhead Riverside Conservation Area. The Thames Hotel is located in the Maidenhead Riverside Conservation Area.

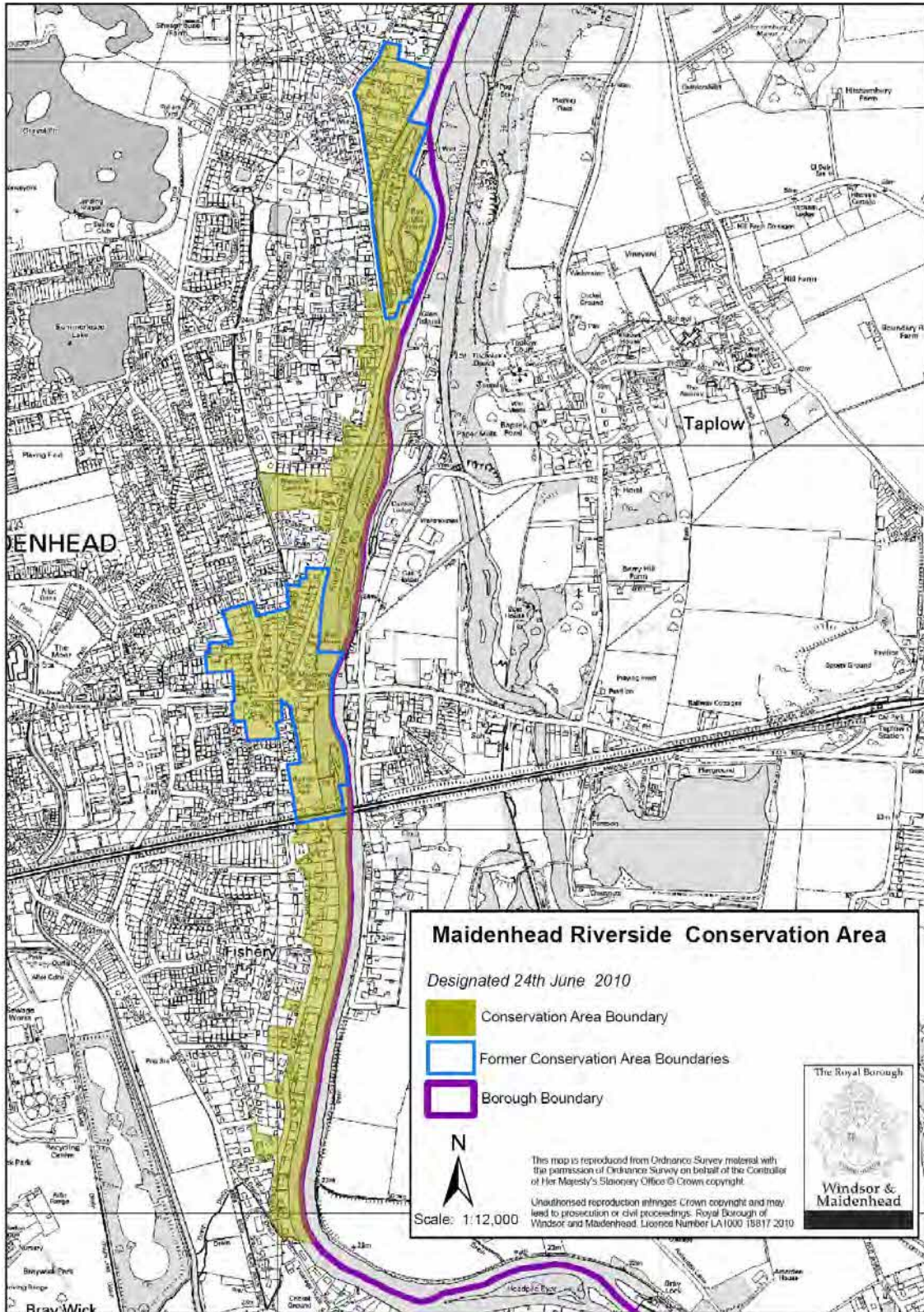


Figure 3: Extent of Conservation Area, not to scale

4.1 The Conservation Area Appraisal

In 2010 the Document ***Conservation Area Appraisal Maidenhead Riverside*** was published by the Royal Borough of Windsor and Maidenhead Borough Council.

This document is not part of the “Local Development Framework”.

4.2 The Character of the Conservation Area

The Conservation Area Appraisal describes the general character as follows:

The Conservation Area forms a long, narrow stretch of land lining the River Thames. It is defined by low density, detached housing and large green open spaces. The Thames dominates the area giving the focus towards leisure and recreational pursuits.

6.2 The Thames forms a natural boundary and has dictated development in the area, either in utilising the river for commercial purposes or building to take advantage of the river setting. The Thames has affected the siting of roads, the orientation of properties and the architectural character of properties. The Conservation Area is narrow and linear in form following the bank of the river.

6.3 The built form consists of large, detached and often elaborately detailed late Victorian and Edwardian dwellings lining the River Thames and set back from the road in large plots with mature planting. Later development has diluted this form to some extent with the addition of large scale flatted developments, but as a whole the turn of the century character can still be read.

6.4 The focal point of the Conservation Area is the Grade I Maidenhead Bridge, not only visually but in terms of road layout and building form. The 18th century development of the area is found near the bridge and the greatest concentration of remaining 19th century building is also found in this area.

6.5 The character of the area is largely derived from the setting of the Thames and through the number of large open spaces and mature planting to be found. There are several public parks in the area well utilised by the public. The tow path runs for nearly the length of the Conservation Area from the Maidenhead Bridge northwards, assisting the linear character and providing long, uninterrupted views to the Thames.

It is noted that the Conservation Area is generally confined to a single building depth on the Riverside and in places the riverside buildings are excluded (presumably because of their recent date).

4.3 Character Areas

The building is located in the The Promenade, Parks and Bridges Character Area rather than the 18th Century Development and Ray Park Avenue Area.

5. Historic Background

5.1 The History of the Settlement

There is tentative evidence for the settlement of the Maidenhead area during the Roman period in the form of two rural villas, one at Castle Hill, the other at Cox Green.

In the 9th century, the Danes were said to have disembarked from the Thames at Maidenhead and fought their way through to Reading, which they subsequently made their base in the area.

At this time, what is now the centre of Maidenhead was the hamlet of South Ellington. This hamlet subsequently merged with the Maiden-Hythe or "New Wharf", located at the nearby Thames crossing and the name changed.

The medieval settlement of Maidenhead was centred on the current High Street, some three quarters of a mile from the Thames

It was the act of bridging the Thames that eventually dictated the site and development of the current town. There is evidence of a wooden bridge in roughly the current area from around 1250, which effectively put the town on the main route from London to Bristol.

Maidenhead itself received township status when Queen Elizabeth I conferred a Charter of Incorporation in 1582. This made Maidenhead a free town and provided for a new scale of tolls for merchandise passing over the bridge. More significantly for the riverside area, the Charter granted a fishery fifty feet each side of the Maidenhead Bridge. The Fisheries were areas of the Thames where the catching and selling of fish was permitted.

For many centuries the Thames was a waterway used largely for transportation of goods to and from London. In the mid 18th century, barges were hauling 69,000 tonnes of goods upstream annually. At this time Maidenhead riverside was an area of working wharves, locks, mills and other buildings of a commercial nature.

By the mid 19th century the town of Maidenhead was becoming an important commercial centre and this was reinforced by the decision of the Great Western Railway Corporation to bridge the Thames at Taplow. This was achieved by Brunel's construction of the Maidenhead Viaduct in 1837. The bridge opened in 1839 and carried the first train across the Thames. Brunel's Bridge had the longest brick built arches in Europe and was a great feat of Victorian engineering.

The immediate effect of the railway was disastrous for Maidenhead's town centre, which had developed and made its fortune as a result of the coaching trade. Neither did the advent of rail do anything to assist the dwindling barge trade. However, it was the advent of the railway which was to provide the catalyst for the expansive late 19th century development of the Maidenhead riverside.

Losing the revenue created from barge tolls, river officials looked to promote pleasure traffic for income. London was growing at speed and tempted by the short commute to the countryside thousands of Londoners flocked to the river. In 1870, six steamers were coming through Maidenhead on a daily service to Oxford. The Thames Conservancy, formed in 1857 to take over river management, started to demand registration and a fee for such craft. By 1889 there were 12,000 registered.

The change was seen along the banks of the Thames at Maidenhead in the arrival of new boathouses. Boat-building became an important, if small, industry to Maidenhead. A riverside promenade was erected and people flocked there during the summer months to watch the rich indulge. Maidenhead riverside became a centre for the building and letting of boats and launches. Hampton H Woodhouse, proprietor of the Thames Hotel was a significant boat maker and hirer. In 1899 he built the Maidenhead Court Boathouse north of Boulters Lock.

The Riverside Conservation Area contains Maidenhead's built reminders of the golden age of the Thames. The area has retained a largely turn of the century character, associated with the period when the area was a fashionable resort and an important bridging point. There are also important industrial associations with the remaining Mill buildings and a lock system.

5.2 Documentary Evidence



Figure 4: Advert, c. 1920, from Tyer's 3d. Guide of Maidenhead (via thamespilot.org.uk)

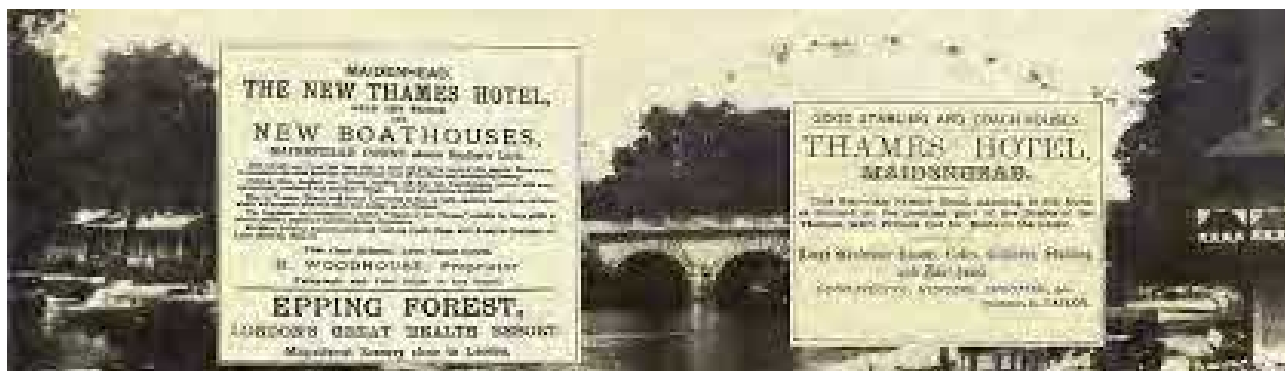


Figure 5: Undated advert from unknown publication (Thames Hotel website)

5.3 Trade Directories

A selection of historic trade directories was consulted, in conjunction with a study of census returns carried out by the authors of *pubhistory.com* – a website listing the histories of pubs and their occupants over the last 200 years. The findings of these investigations follow. It is noted that prior to the construction of the current building, a small building is shown in the location of the current structure, also labelled 'Thames Hotel'. This is considered to be the forerunner of the current structure which replaced it in entirety.

1877 Harrod's Directory

Mr Taylor, proprietor

1883 Kelly's Directory

Herbert Pugh

1887 Kelly's Directory

Henry Woodhouse

1891 Census

Name	Occupation	Age	Place of Birth
Henry Woodhouse	Licensed Victualler	45	Bray, Berks
Mary A F Woodhouse	Wife	35	Maidenhead, Berks
Nellie L Woodhouse	Daughter, Scholar	11	Maidenhead, Berks
Winifred V Woodhouse	Daughter, Scholar	7	Maidenhead, Berks
Daisy A Woodhouse	Daughter, Scholar	5	Maidenhead, Berks
Ella E F Woodhouse	Daughter	7m	Maidenhead, Berks
Mary A Walker	Servant, General Domestic	25	Banbury, Oxon
Emily J Hannan	Servant, General Domestic	42	Iron Acton, Gloucs
Henry Dalley	Servant, Boots Domestic	36	Frampton, Dorset
James Grimmond	Visitor, Retired Peat Spinner	31	Blair[g]owrie, Perthshire, Scotland

1899 Kelly's Directory

Woodhouse Henry, proprietor of the Thames hotel, River side, & boat builder, Bridge road; & at Bray & about Boulters lock

1901 Census

Name	Occupation	Age	Place of Birth
Henry Woodhouse	Hotel Keeper	55	Maidenhead, Berks
Mary A F Woodhouse	Wife	48	Maidenhead, Berks
Nellie L Woodhouse	Daughter	21	Maidenhead, Berks
Winifred V Woodhouse	Daughter	17	Maidenhead, Berks
Daisy Woodhouse	Daughter	15	Maidenhead, Berks
Ellen E F Woodhouse	Daughter	10	Maidenhead, Berks
Augusta Rohleder	Governess	27	Graz, Austria
Emily Hawkins	Servant, Cook Domestic	48	Stanstead, Herts
John B Jones	Servant, Waiter Domestic	58	Fleet Street, London
Margaret J Adams	Servant, Housemaid Domestic	35	Daddinghurst, Essex

1903 Kelly's Directory

Woodhouse Henry, Thames hotel, River side & boat building, Bridge Road

1907 Kelly's Directory
Henry Woodhouse

1920 Kelly's Directory
Mrs F A Martin

1928 Kelly's Directory
Walt Levin

1931 Kelly's Directory
Miles l'Anson

5.4 Historic Photographs



Plate 1: 1883 photograph from the opposite side of the river (Historic England Viewfinder)

The initial phase of the hotel has been constructed.



Plate 2: The hotel in 1891 (Historic England Viewfinder)
The second phase has been constructed.



Plate 3: The hotel in 1893 (Francis Frith)

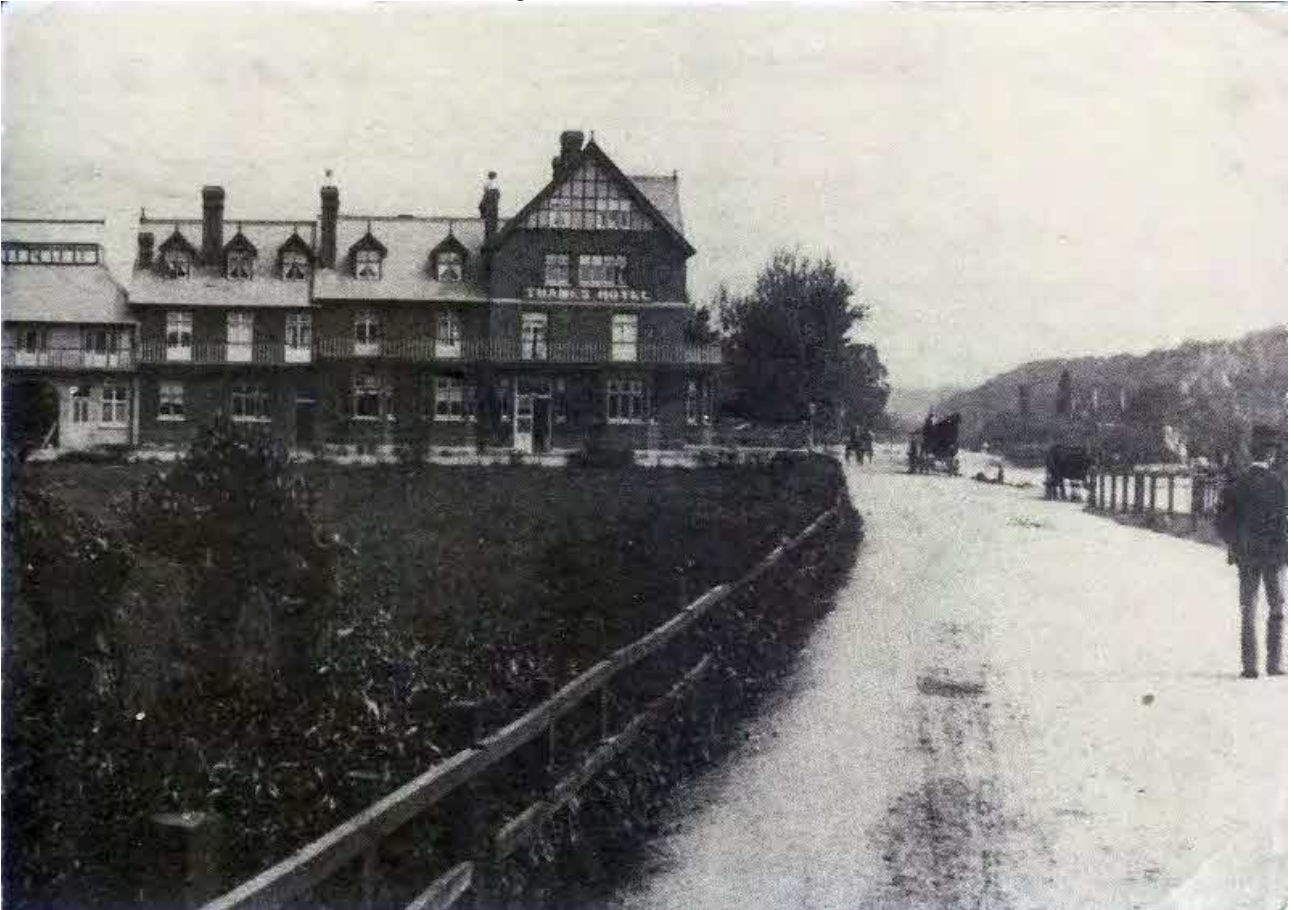


Plate 4: Undated photograph (Thames Hotel website)

The above photograph is considered to date from between 1891 and 1920, owing to the absence of vegetation on the façade of the building.



Plate 5: The hotel in c. 1920 (Berkshire Library, via thamespilot.org.uk)



Plate 6: The hotel, 1948, J Valentine & Sons (via St Andrews University Photographic Collection)



Plate 7: Undated photograph of the hotel (pubshistory.com)

The above photograph is thought to date from the mid 20th century.

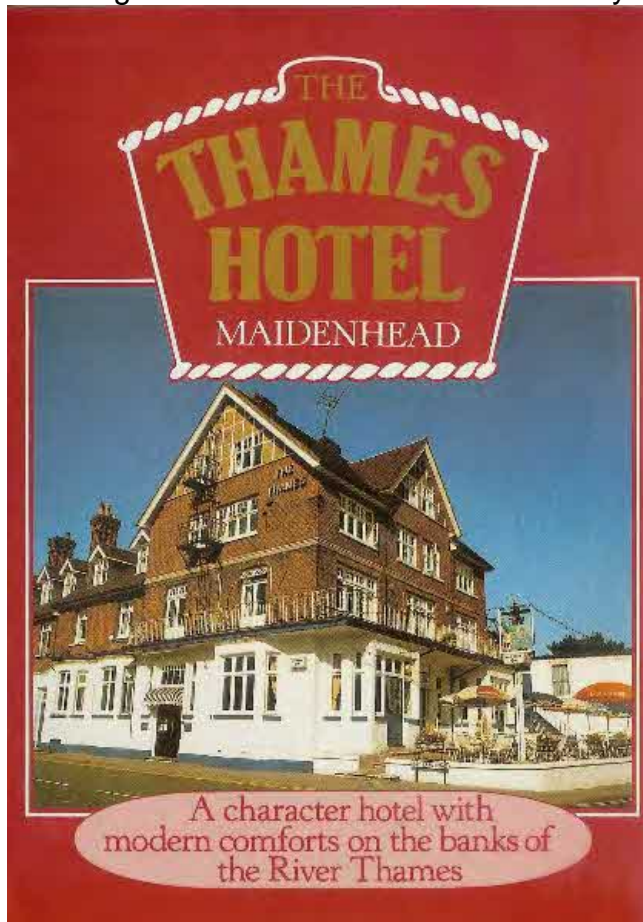


Plate 8: Cover of hotel brochure, c. 1980s-2000s (Thames Hotel Website)

Internal photographs from the 1980s – early 2000s, from the Thames Hotel website follow:



Plate 9: View into 'old bar'



Plate 10: Historic photographs of the bar



Plate 11: Dining room (left) and reception (right)



Plate 12: Restaurant

The following photographs were supplied by the client. They are undated.



Plate 13: The northern face of the building

The above photo shows a railing around the northern balcony, but not extending to the south. This, therefore, dates the photograph to later than the brochure cover above.



Plate 14: The northern end of the eastern face (undated)



Plate 15: The northern extension, viewed from the northwest

The above three photographs show the ground floor extension to the north was once a three-storey structure. It was reduced to its current single-storey form recently, due to instability.



Plate 16: The southern elevation

Steel girders are being unloaded outside the south elevation of the building to be used to replace original walls.



Plate 17: View of partition wall, following strip

The above photograph is in an unknown location. The wall frame is exposed and the rear of lath and plaster walling can be seen to the left of the photograph.

6. The Building

The current function of the building is a hotel. This was its original purpose when constructed, however the area now used as a function room to the western end of the hotel was constructed as a boat house.



Plate 18: The Building



Plate 19: The Building

The building is not listed, however it is highlighted as a 'Significant Non-Listed Building' in the Maidenhead Riverside Conservation Area Appraisal. Its description is as follows:

The Thames Hotel was built by H Woodhouse of the Woodhouse boat building family by 1883.

Large three to four storey detached hotel on a prominent site. The building is of redbrick construction with white render at ground level. The upper floors have exposed flemish bond red brick. Pitched gable ends and pitched dormers a significant feature of the building. Tall brick built chimneys. Cast iron balcony partially covering first floor level. The property has lost some original features such as upper floor balconies and timber windows, which have now been replaced with upvc.

The layout of the building is shown in the following plans:

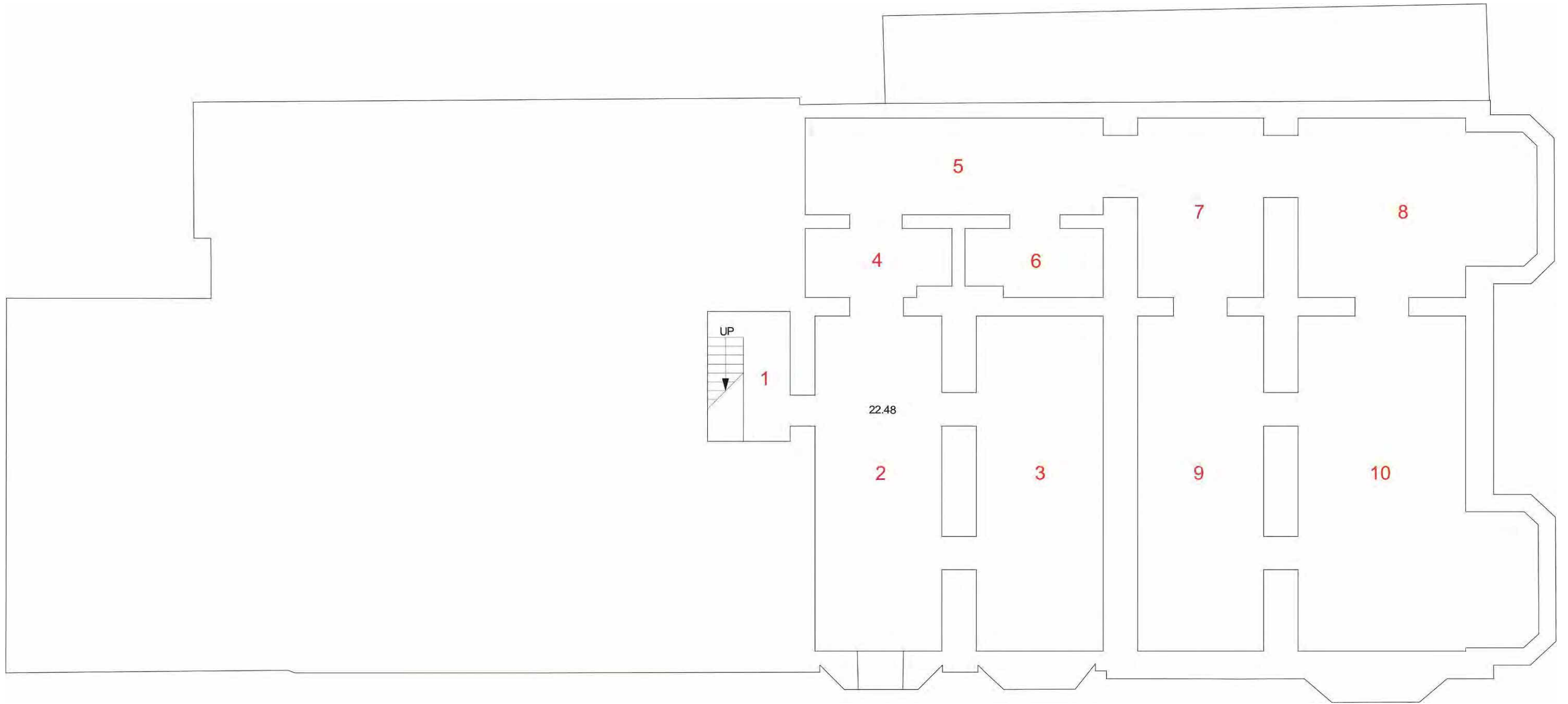


Figure 6: Basement, 1:100 @ A3

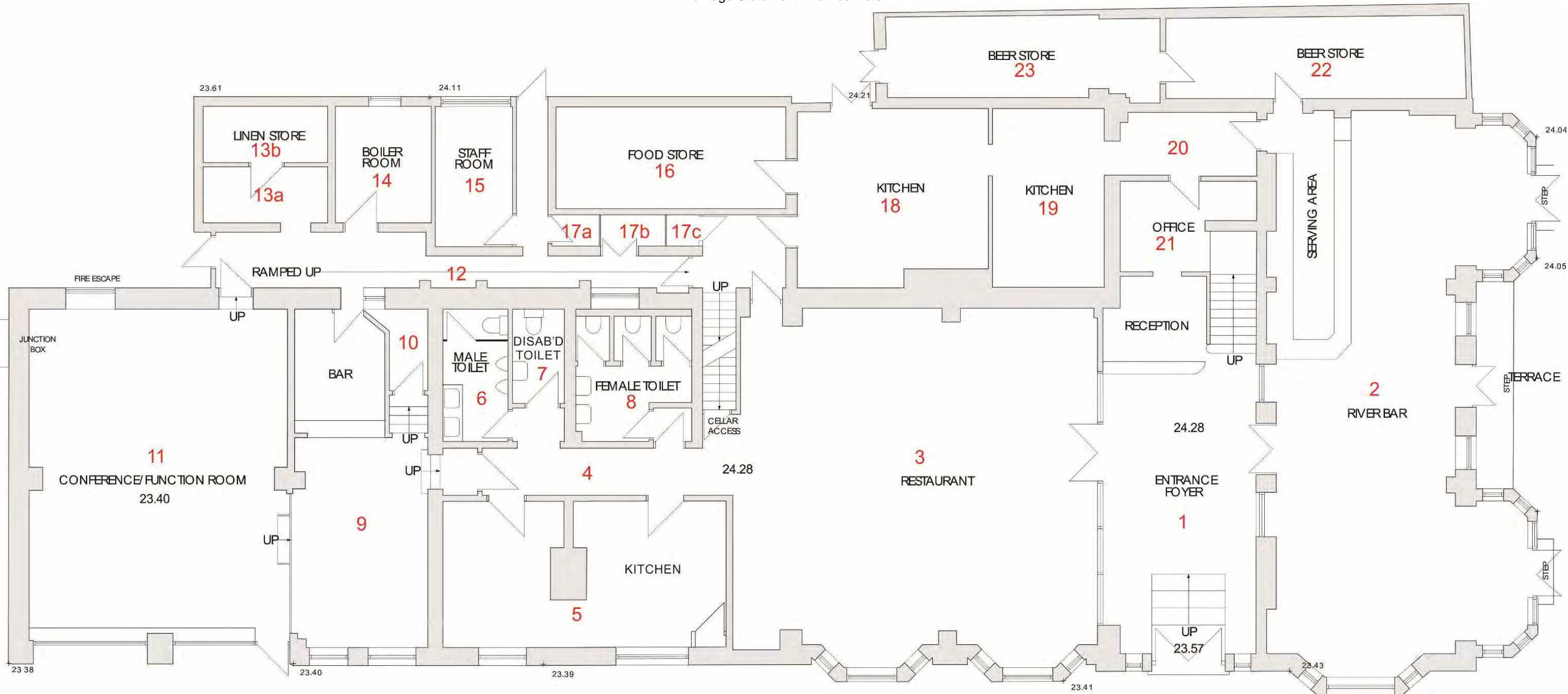


Figure 7: Ground Floor, 1:100 @ A3

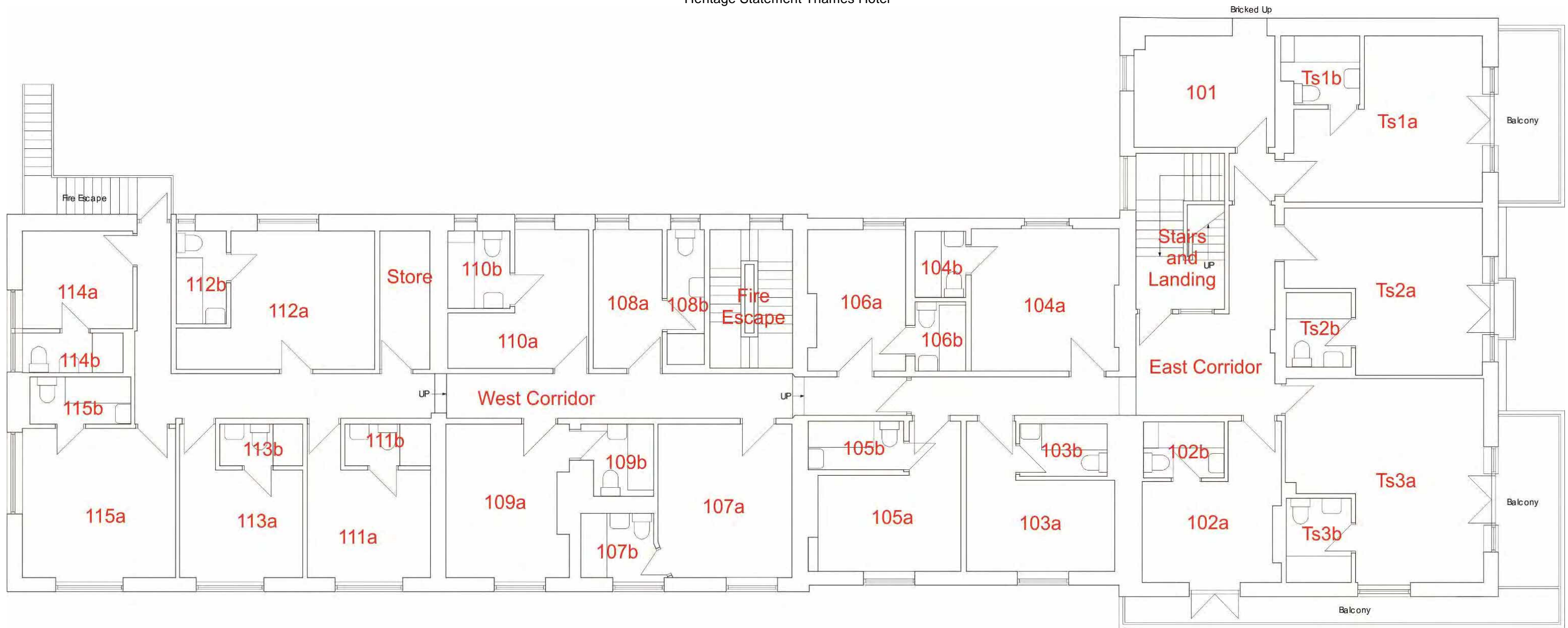


Figure 8: First Floor, 1:100 @ A3

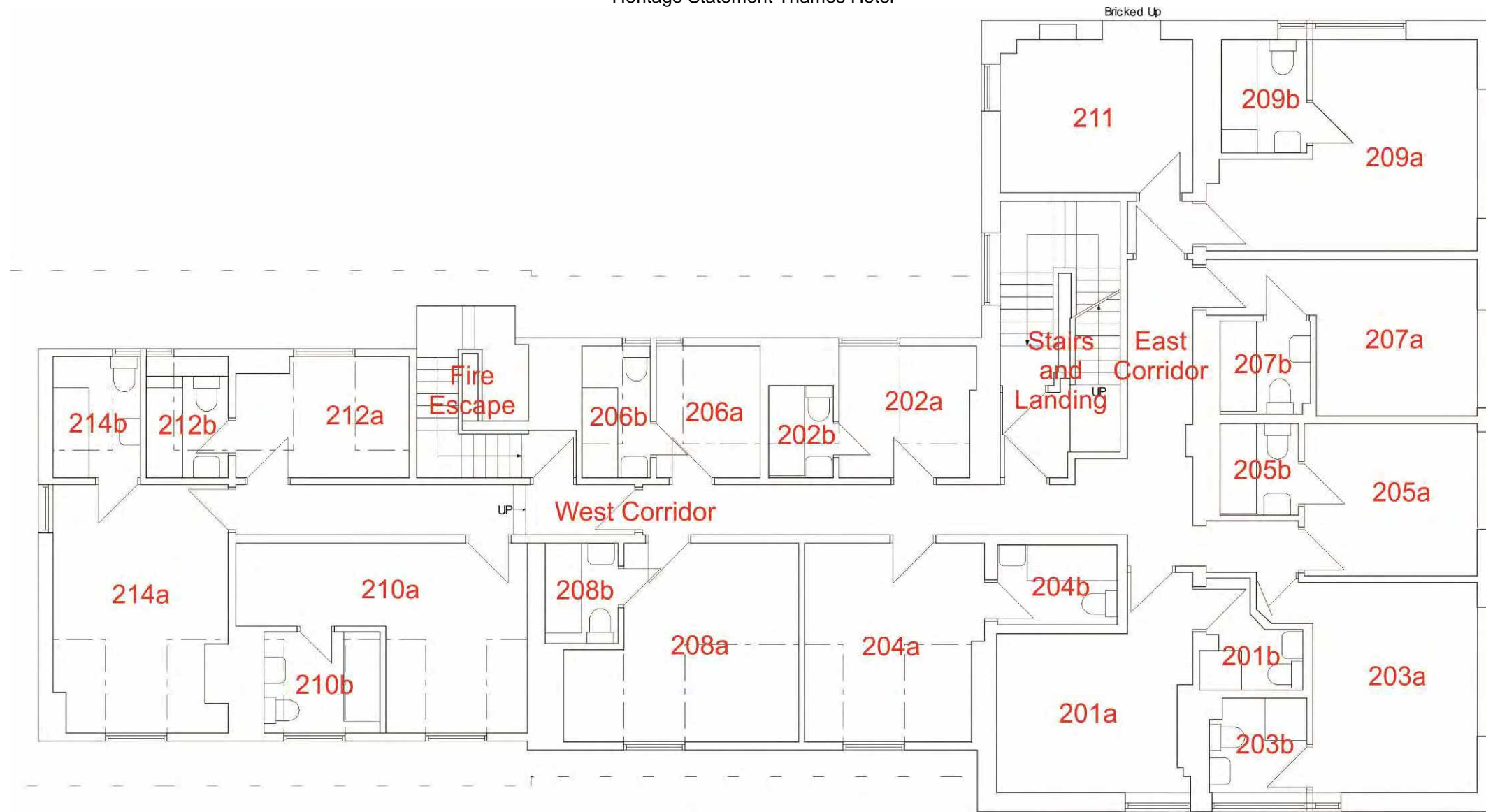


Figure 9: Second Floor, 1:100 @ A3

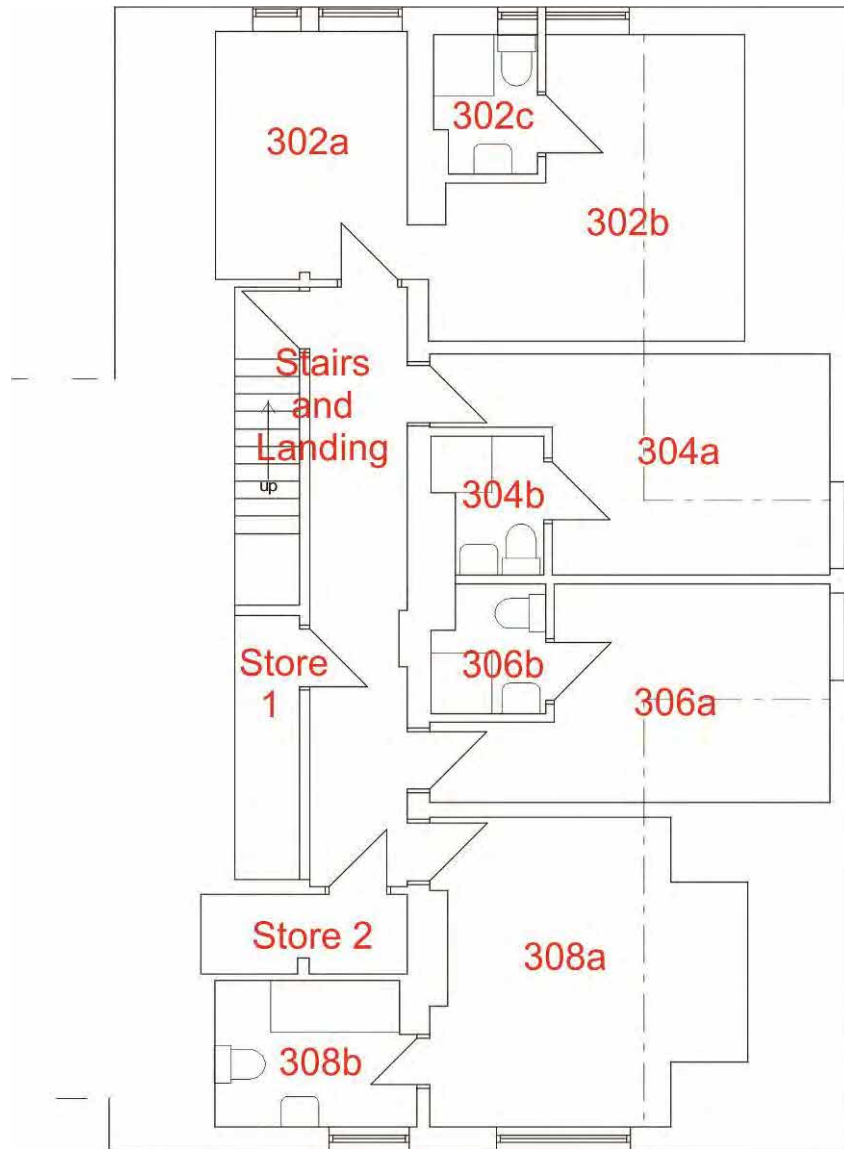


Figure 10: Third floor, 1:100 @ A4

6.1 The Date of the Building

The building was constructed in or around 1883. It is not shown on the 1881-2 Ordnance Survey map, however a photograph dated 1883 depicts the eastern part of the building.

A further photograph dated to 1891 shows the building in its full east-west extent, with the boat house constructed on the western end. The internal layout of the building also demonstrates that the east and west of the building were constructed in different phases.

6.2 The Construction Sequence

The following Phases of construction are present:

Phase	Period	Date	Description	How Dated
1	Late Victorian	c. 1883	Eastern part of the building	Map evidence, historic photographs
2	Late Victorian	1883-1891	Western part of building including boat house	Historic photographs
3	Late Victorian / modern	Post 1891	Extensions to north	Form
4	Mid-late 20th century	1970s-2012	Fire escape (1976), en-suite bathrooms	Form, planning applications
5	Modern	Post 2012	Disabled toilet	Planning applications Planning applications

In addition, the single storey extension at the northern end was once a three-storey extension, having recently been reduced to single storey level for reasons of instability.

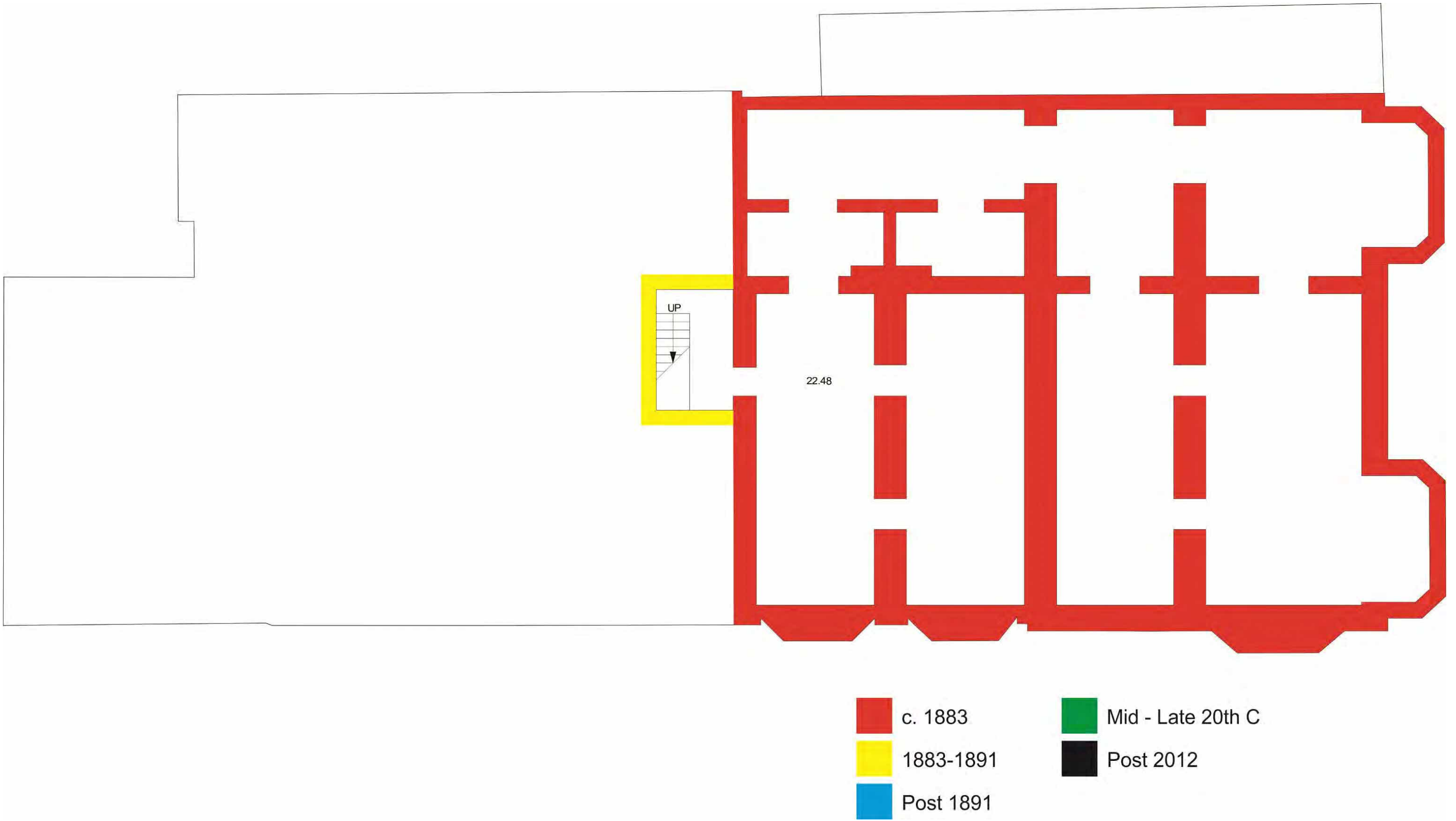


Figure 11: Phase Plan, Basement, 1:100 @ A3

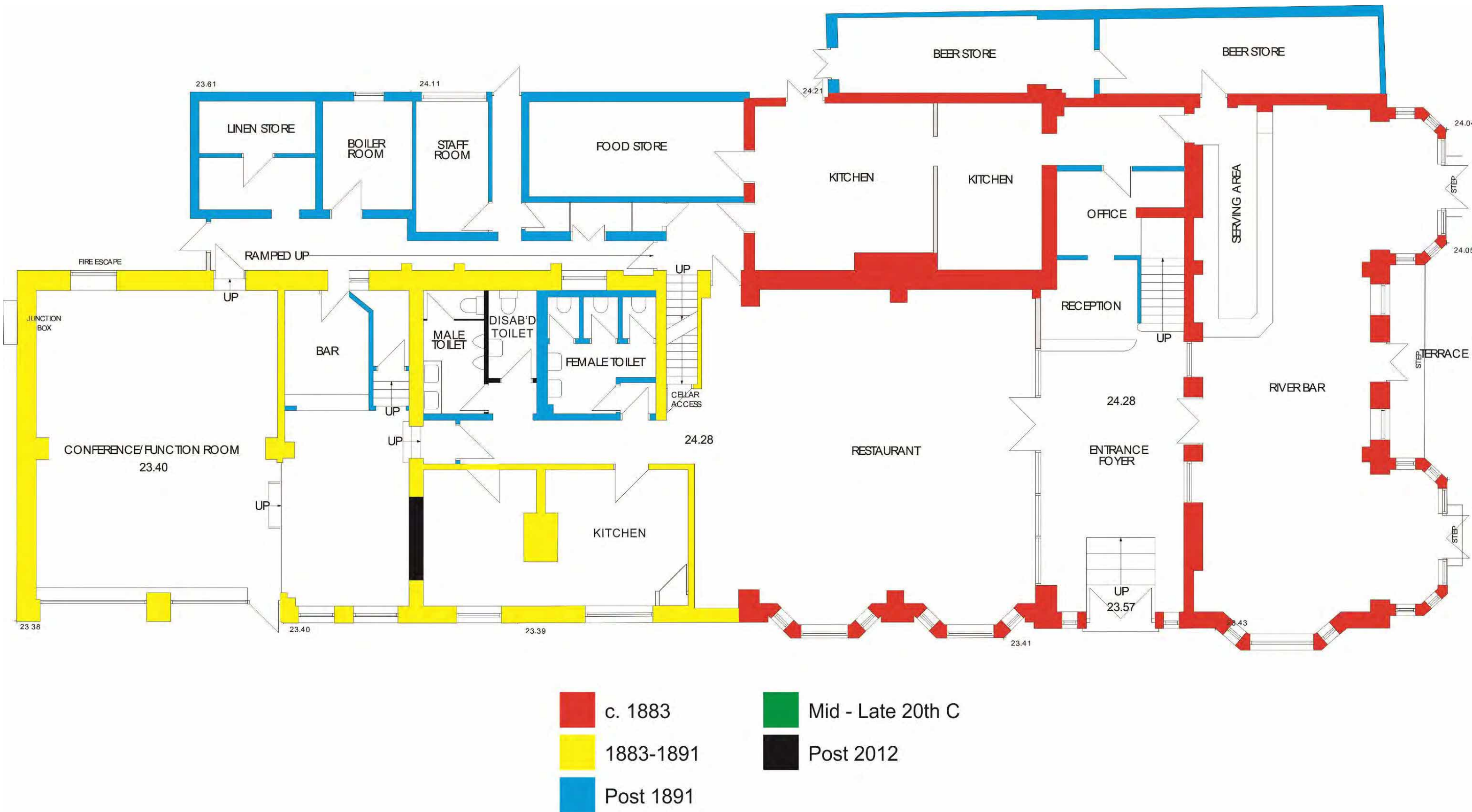


Figure 12: Phase Plan, Ground Floor, 1:100 @ A3



Figure 13: Phase Plan, First Floor, 1:100 @ A3

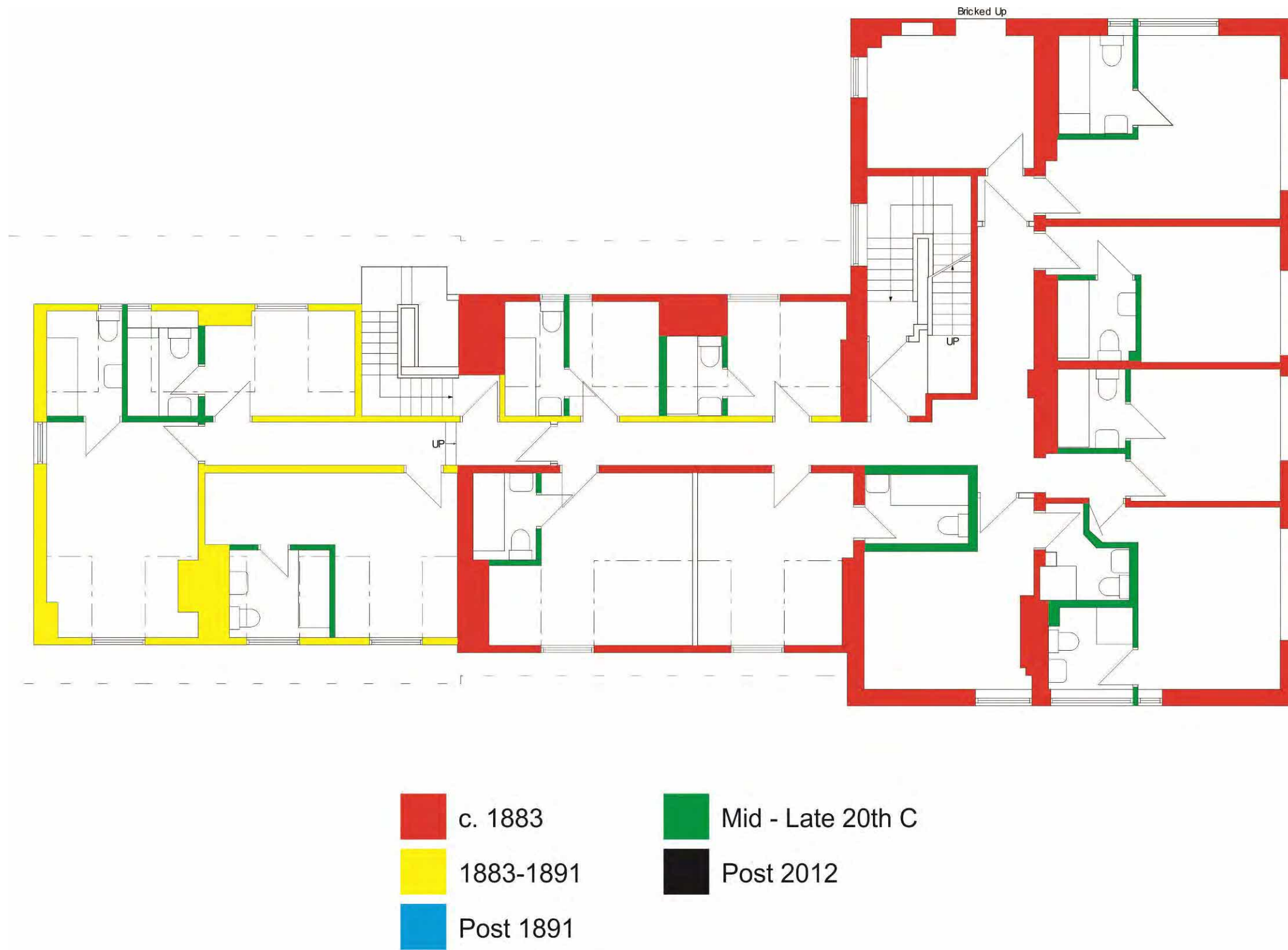


Figure 14: Phase Plan, Second Floor, 1:100 @ A3

Heritage Statement Thames Hotel

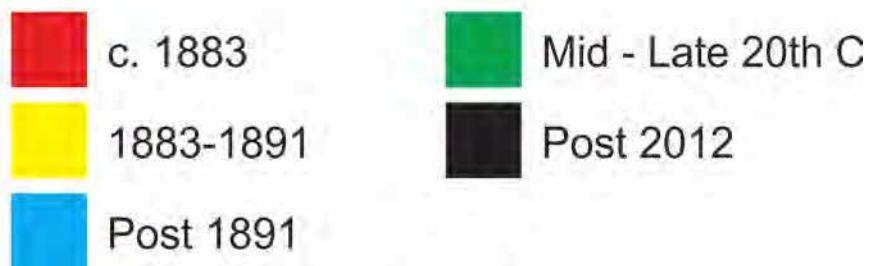
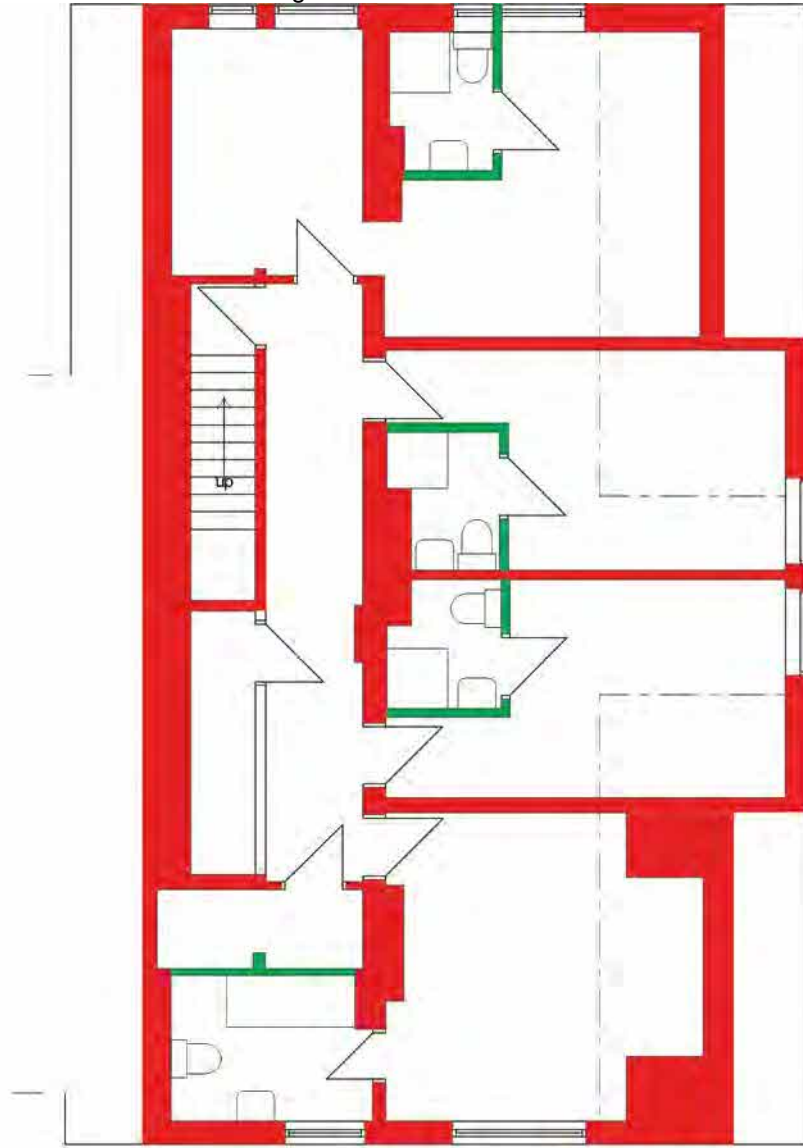


Figure 15: Phase Plan, Third Floor, 1:100 @ A3



ELEVATION FROM RAY PARK ROAD

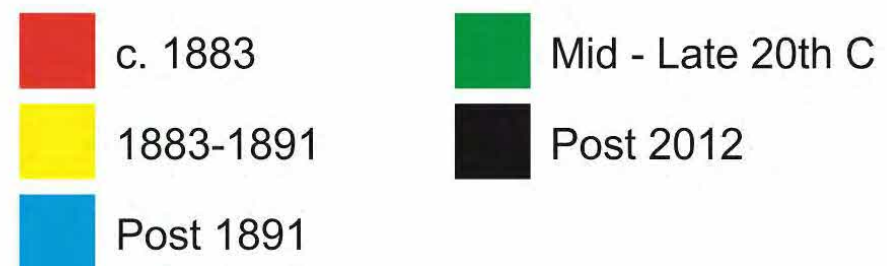


Figure 16: Phased South Elevation, 1:100 @ A3



ELEVATION FROM RAY MEAD ROAD



Figure 17: Phased East Elevation, 1:100 @ A3

7. The Plan Form of the Building

The building does not have a significant plan form. The ground floor layout is primarily functional, with rooms laid out in a logical sequence. Their functions have altered over time, however changes to the layout are considered to be minimal. One major alteration to the plan form is the conversion of the boathouse into a function room, however the large open space of the boathouse has generally remained, so the change in plan form is again minimal.

Two main changes to the plan form of the upper floors are noted – the addition of the second phase of the building necessitated the insertion of a corridor to join it to the early part of the building. This involved the truncation of the northern rooms in the western wing on the first and second floors.

The second main change to the plan form of the upper floors was the late 20th century addition of en-suite bathrooms to every room. Some smaller rooms were divided for use as en-suites by two rooms, and some larger rooms had partition walls constructed to separate areas off for bathroom usage.

8. The Importance of The Building

The purpose of this section is to establish why a building is listed and thus help define the special character of the building.

8.1 The Date of the Building

The DCMS 2010 document "Principles of Selection for Listing Buildings" states the reasons why buildings are listed. The date of a building is the simplest and most objective way of deciding if a building should be listed:

A key criterion is date which is as follows:

before 1700, all buildings that contain a significant proportion of their original fabric are listed;

from 1700 to 1840, most buildings are listed;

after 1840, because of the greatly increased number of buildings erected and the much larger numbers that have survived, progressively greater selection is necessary;

particularly careful selection is required for buildings from the period after 1945;

buildings of less than 30 years old are normally listed only if they are of outstanding quality and under threat.

This building is dated to the 1880s and thus it is in the category in which greater selection is required.

8.2 Rarity

The Principles of Selection state that the rarer the building the more likely it is to be listed. This building is a hotel and thus can be seen to be a fairly common type of building.

8.3 Architectural and Historic Interest

The Planning (Listed Building and Conservation Areas) Act 1990 Part 1 section 1 paragraph 1 states:

...."in relation to building of special architectural or historic interest."

Thus it follows that a building must have either architectural or historic interest which the Principles of Selection define as:

Architectural Interest. To be of special architectural interest a building must be of importance in its architectural design, decoration or craftsmanship; special interest may also apply to nationally important examples of particular building types and techniques (e.g. buildings displaying technological innovation or virtuosity) and significant plan forms;

• Historic Interest. To be of special historic interest a building must illustrate important aspects of the nation's social, economic, cultural, or military history and/or have close historical associations with nationally important people. There should normally be some quality of interest in the physical fabric of the building itself to justify the statutory protection afforded by listing.

Architectural Interest

Criterion:	
architectural design	Not exceptional
decoration	Gable ends are of interest, however most decorative features (e.g. balcony railings) have been lost.
craftsmanship;	Not exceptional
nationally important examples of particular building types	Not nationally important
particular building techniques	Conventional techniques
Buildings displaying technological innovation or virtuosity	No
significant plan forms	No

Historic Interest

There should normally be some quality of interest in the physical fabric of the building	Very common fabric
a building must illustrate important aspects of the nation's	
social,	No
economic	No
cultural	No
Military history	No

8.4 Group Value

The Principles of Selection gives a clear indication that buildings can be protected because they are part of group which is as follows:

When making a listing decision, the Secretary of State may take into account the extent to which the exterior contributes to the architectural or historic interest of any group of buildings of which it forms part. This is generally known as group value. The Secretary of State will take this into account particularly where buildings comprise an important architectural or historic unity or a fine example of planning (e.g. squares, terraces or model villages) or where there is a historical functional relationship between a group of buildings. If a building is designated because of its group value, protection applies to the whole of the property, not just the exterior.

8.5 Other Factors

Other factors are also taken into account; these are:

Aesthetic Merits

The appearance of a building – both its intrinsic architectural merit and any group value – is a key consideration in judging listing proposals, but the special interest of a building will not always be reflected in obvious external visual quality.	The building has an imposing façade to the south and east, originally clearly visible from the Thames. The south face is no longer visible in entirety from the river.
Buildings that are important for reasons of technological innovation,	Not relevant

or as illustrating particular aspects of social or economic history, may have little external visual quality.	Not relevant
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Selectivity

Where a building qualifies for listing primarily on the strength of its special architectural interest, the fact that there are other buildings of similar quality elsewhere is not likely to be a major consideration.	Not relevant
However, a building may be listed primarily because it represents a particular historical type in order to ensure that examples of such a type are preserved.	The Thames Hotel is a common type
Listing in these circumstances is largely a comparative exercise and needs to be selective where a substantial number of buildings of a similar type and quality survive.	The building is not exceptional
In such cases, the Secretary of State's policy is to list only the most representative or most significant examples of the type.	The building is neither an overly representative or significant example

National Interest

The emphasis in these criteria is to establish consistency of selection to ensure that not only are all buildings of strong intrinsic architectural interest included on the list, but also the most significant or distinctive regional buildings that together make a major contribution to the national historic stock.	Not relevant
For instance, the best examples of local vernacular buildings will normally be listed because together they illustrate the importance of distinctive local and regional traditions.	The building does not fit with this criteria
Similarly, for example, some buildings will be listed because they represent a nationally important but localised industry, such as shoemaking in Northamptonshire or cotton production in Lancashire.	Not relevant

8.6 The Character of the Building

The character of the building lies in it being a 19th century riverside hotel, constructed when the tourist trade in Maidenhead was a major industry in the town, with a boat house attached to its western end, reflecting the original proprietor also working as a boat builder.

The character has, however, become compromised, with modern alterations becoming detractors from the historic appearance.

8.7 The Importance of The Building

Thus the importance of the building is not sufficient for it to merit listing.

8.8 The Contribution of the Building to the Character of the Conservation Area

Although the very existence of the Thames Hotel is owed to the tourist trade brought to the area in the late 19th and early 20th centuries, which is also the basis of the establishment of the conservation area, it can be demonstrated that in its current state, the building does not make a positive contribution to the conservation area.

The original appearance of the building has been lost with the addition of UPVC windows (highlighted in the Conservation Area Appraisal).



Plate 20: UPVC windows

The balcony that once ran the entire length of the southern and eastern faces of the building, one of the original defining features of the structure, (as illustrated in historic photographs above) is now no longer present, except for a small section at the northern end of the eastern face. The balcony platform is still present over the eastern part of the southern elevation, however there are no handrails, so it cannot be safely used.



Plate 21: Balcony platform without railings

The southern face of the building has been greatly altered at first floor level – prior to the removal of the balcony, each room had a full-height door leading out to the balcony. These have been removed, leaving scars in the brickwork where the door openings have been reduced in height to remain as windows.



Plate 22: Scars from removal of doors

The presence of modern signage around the building, somewhat dated in appearance, detracts from the 19th century grandeur the building once held, as evident in historic photographs.



Plate 23: Dated signage

The boat house, at the western end of the building, has now been converted into a function room, facilitated by the blocking of the openings in the south elevation with an unsympathetic wall and UPVC windows and door.



Plate 24: Unsympathetic blocking of boat house openings

The building was originally set in a large open plot of gardens and grounds, which have subsequently become built on. The surrounding plots have also been developed, meaning the open appearance of the hotel in the early photographs has been lost.

The following illustration shows the development of the area throughout the 19th, 20th and 21st centuries and illustrates how the Thames Hotel is no longer a striking feature standing alone on the waterside.

The following table compares the Thames Hotel to the Character of buildings as defined in the Conservation Area Appraisal.

Character	Thames Hotel
Period - Variable	
Plot Size The buildings tend to be large, detached properties set in large grounds.	Small Plot
Original plot sizes have been maintained and small gate houses remain, indicating where larger turn of the century dwellings were located.	The original plot does not survive. The original plot was circa 2HA
Building Height Victorian buildings are of a larger scale and often three to four storeys in height.	Victorian Building of 4 storeys
Roof	Ceramic Tiles
Windows and Doors On the late Victorian properties windows are largely timber and painted white.	Modern uPVC windows
Facing – Local Red Brick	Local Red Brick
Special Features Balconies	Most Balconies removed or replaced
Boundaries The boundaries are clearly defined in this area, particularly dividing residential properties from public domain.	
Much of the boundary demarcation is green in the form of mature planting and this contributes to the green character of the area.	No planting on the boundary

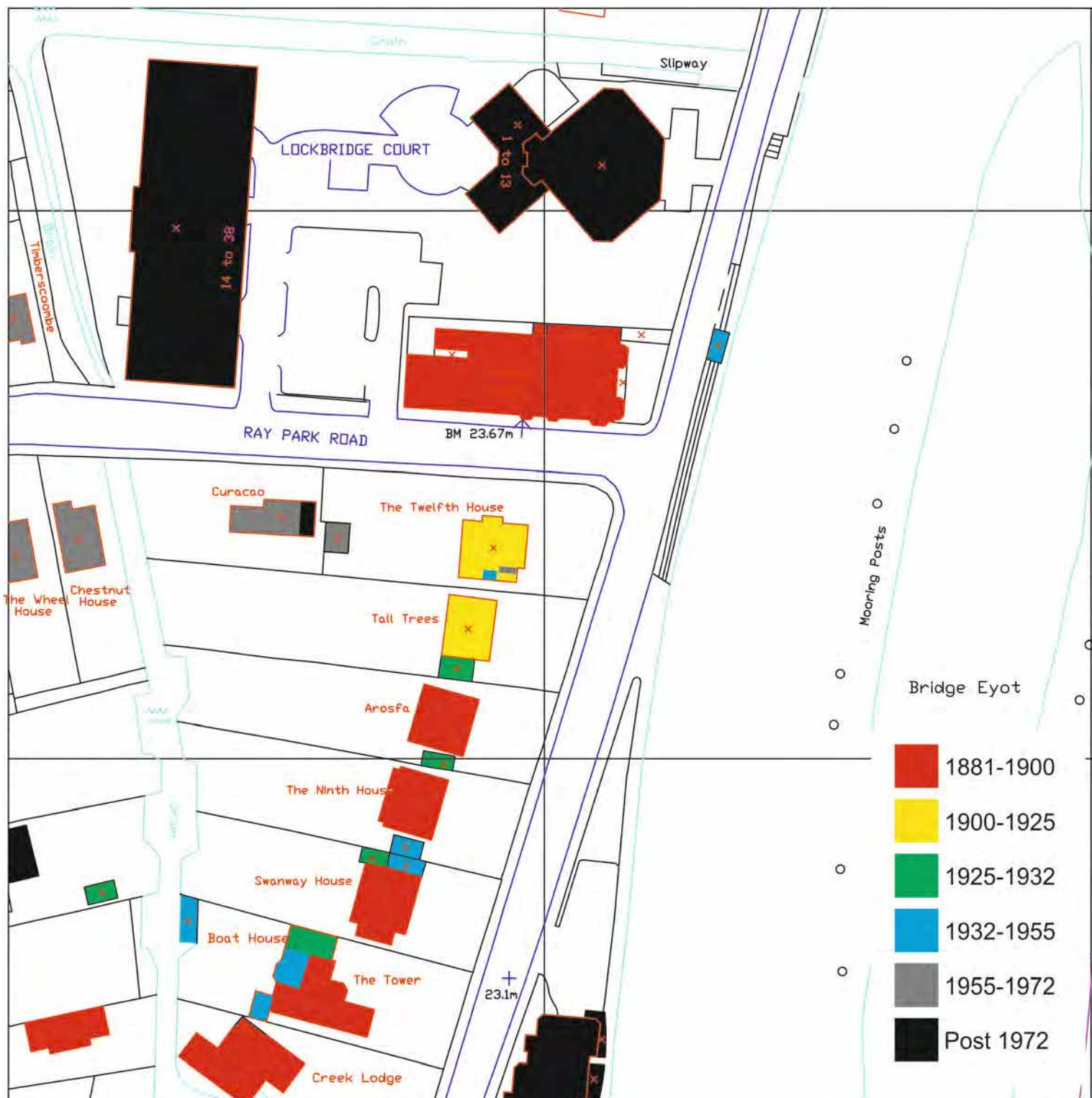


Figure 18: Phased plan of the area around the Thames Hotel, 1:1000

9. Setting

9.1 The Definition of Setting

The National Planning Policy Framework defines setting as follows:

Setting of a heritage asset: *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.*

English Heritage (now Historic England) have produced in recent years a number of documents detailing how setting should be analysed - the latest of these is:

Historic England, 2015, *The Setting of Heritage Assets Historic Environment Good Practice Advice in Planning 3.*

The principal difference is that it notes a number of different methods of analysis are suitable as opposed to just those set out in:

History in The View: A method for assessing heritage significance within views (Written 2008 Published 2011).

The Setting of Heritage Assets: English Heritage Guidance (2011).

9.2 The Setting of The Building & The Surrounding Area

The setting of the building is the Riverside Conservation area. The conservation area appraisal describes the five principal components of the area as follows:

The River Thames: This is the most significant feature of the area, providing unique views both in and out of the Conservation Area, as well as the stimulus for continued use of the area. The area is located within the Environment Agency's Flood Zone 3 (high risk of a future flooding event) which has impacts on any development within the area.

Historical Significance: The area contains Maidenhead's built reminders of the golden age of the Thames. The area has retained a largely turn of the century character, associated with the period when the area was a fashionable resort and an important bridging point. There are also important industrial associations with the remaining Mill buildings and the lock system.

Architectural Character: The area includes the most significant surviving group of grand 18th century mansion houses within Maidenhead and also reflects a significant period of building in Maidenhead within the late 19th century and early 20th century. Buildings are typically Arts and Crafts inspired or Jacobean revival in style and feature detailing such as ornate façades, applied timber framing, carved gables and elaborate cupolas and chimneys.

Openness and Greenery: The area is extremely green, with large numbers of mature trees and bushes, and a number of important tree screens. The area is also significant for the number of public parks, utilised by visitors to the Thames as well as the local community.

Transport: The area developed as a result of transport links and the importance of these links remains today with the presence of nationally important road and

rail bridges. The A4, the Great Western Railway line and the Thames remain fundamental transport links to the area.

9.3 The Contribution to Significance made by the Setting of the Building

The riverside setting makes a contribution to the significance of the Thames Hotel as by its very nature, it was built as a hotel to serve the riparian tourist trade of the late 19th century. This setting, has, however, changed. Immediately to the north, two modern apartment blocks are present, providing immediate detractors from the historic surroundings.

The current setting of the Thames Hotel has changed significantly from that at the time in which it was constructed and is no longer a strong contributory factor to the significance of the building.

10. Discussion & Conclusions

Application 12/02920 was permitted by the Royal Borough of Windsor and Maidenhead on the 21st January 2013. The application proposal is as follows:

Construction of a four storey north (side) extension and a three storey west and north (rear and side) extension with basement following demolition of existing two storey west (rear) and single storey (north) extensions (renewal of permission 06/02233). Renewal of planning permission 09/01671/FULL

Excerpts from the planning drawings accompanying the application are reproduced below:



Figure 19: Approved proposed southern elevation (not to scale)

Heritage Statement Thames Hotel

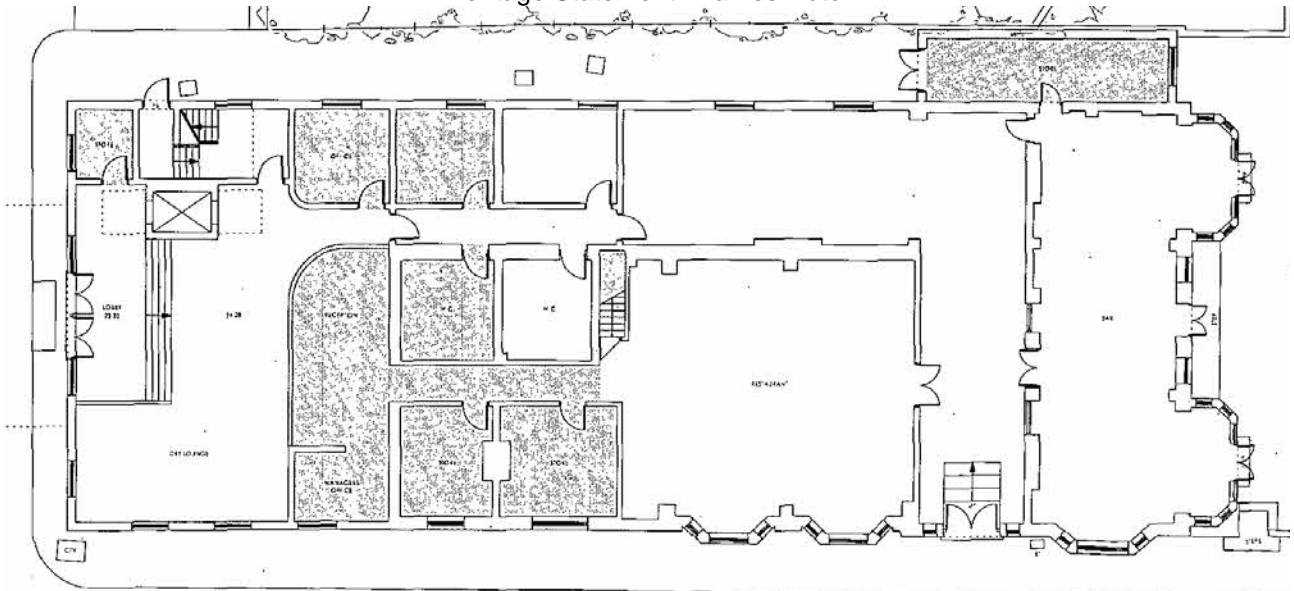


Figure 20: Approved proposed ground floor plan (not to scale)

Permission has, therefore, been granted for the demolition of the late Victorian (phase 2) boat house in its entirety.



Figure 21: Phased south elevation showing approved demolition (not to scale)

Heritage Statement Thames Hotel



Figure 22: Phased ground floor plan showing approved demolition (not to scale)

The demolition of the boat house will only serve to remove an element of the character of the building and will further detract from the character of the conservation area by removing a link to the 19th century boat building industry that was once carried out in this area.

The building, following implementation of the approved works, will have little of the character of the late Victorian – Edwardian Thames Hotel, which, as it stands, has already been compromised by unsympathetic late 20th century works, and as such, the building will detract significantly from the special historic character of the conservation area.

The following alterations detract from the importance of the building:

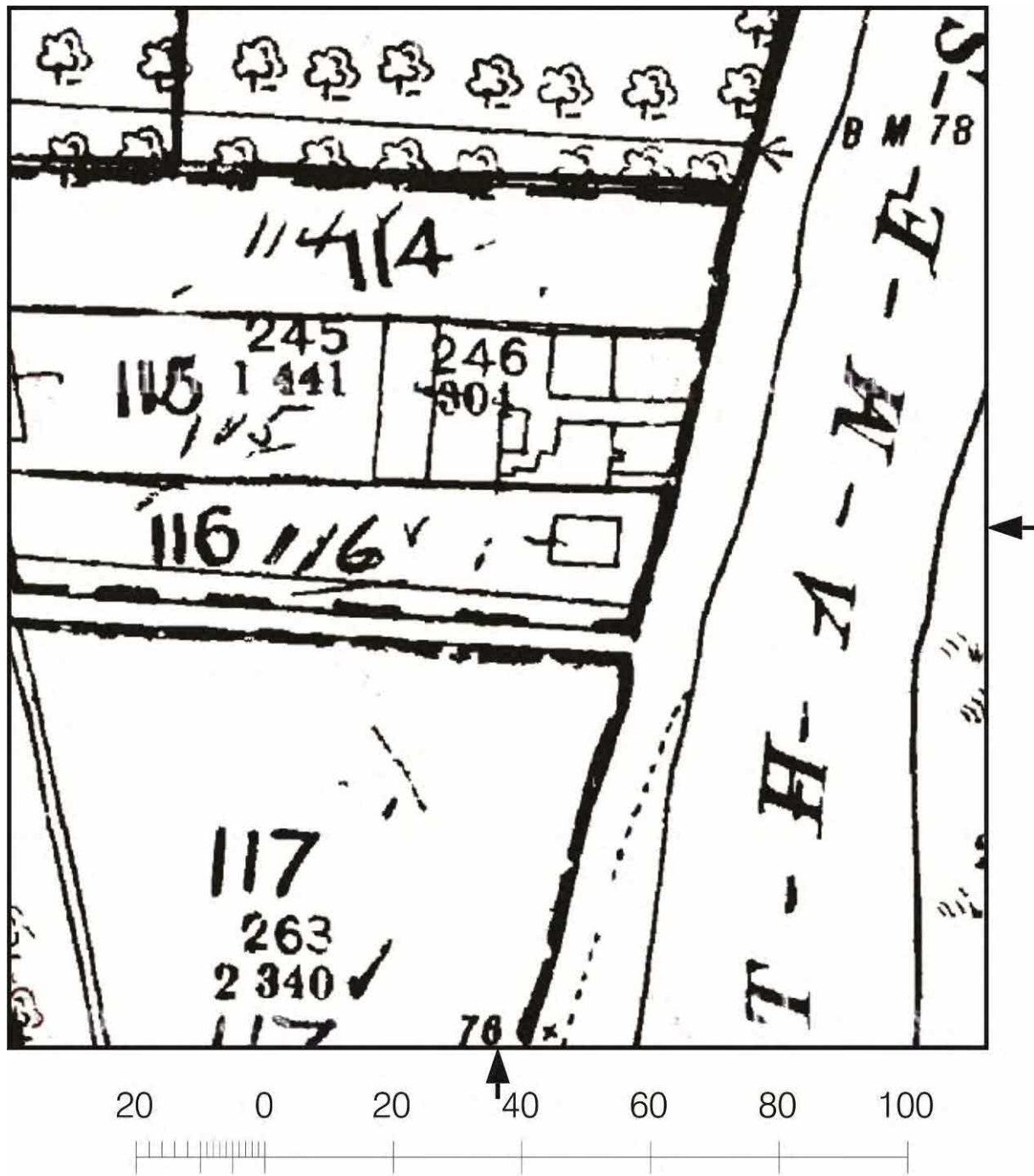
- Loss of original plan form by the removal of walls to create larger public rooms and the addition of walls to form bathrooms
- Removal of fireplaces
- Removal of decorative features ie cornices or ceiling roses
- Addition of uPVC windows
- Loss of large surrounding plot of land
- Removal of most of the balcony
- Removal of doors to balcony
- Modern signage
- Blocking of entrances of southern elevation of the boat house
- The fact that the hotel is no longer a striking standalone building.

11. Appendix: Bibliography

Royal Borough of Windsor and Maidenhead 2010. *Conservation Area Appraisal: Maidenhead Riverside* Maidenhead: RBWM

12. Appendix: Map Regression Exercise

12.1 1876 Ordnance Survey



Metres 1:1000 @ A4

Figure 23: 1876 Ordnance Survey 1:2500 map, enlarged to 1:1000

The plot in which the Thames Hotel is now located is empty, except for a small building towards the east of the plot.

12.2 1881-2 Ordnance Survey



Figure 24: 1881-2 Ordnance Survey 1:10,000 map, enlarged to 1:1000

There is no change to the layout of the site. The label 'Thames Hotel' is present, however the hotel itself is yet to be constructed. It is possible one of the smaller buildings on the site was the forerunner of the current building.

12.3 1900 Ordnance Survey

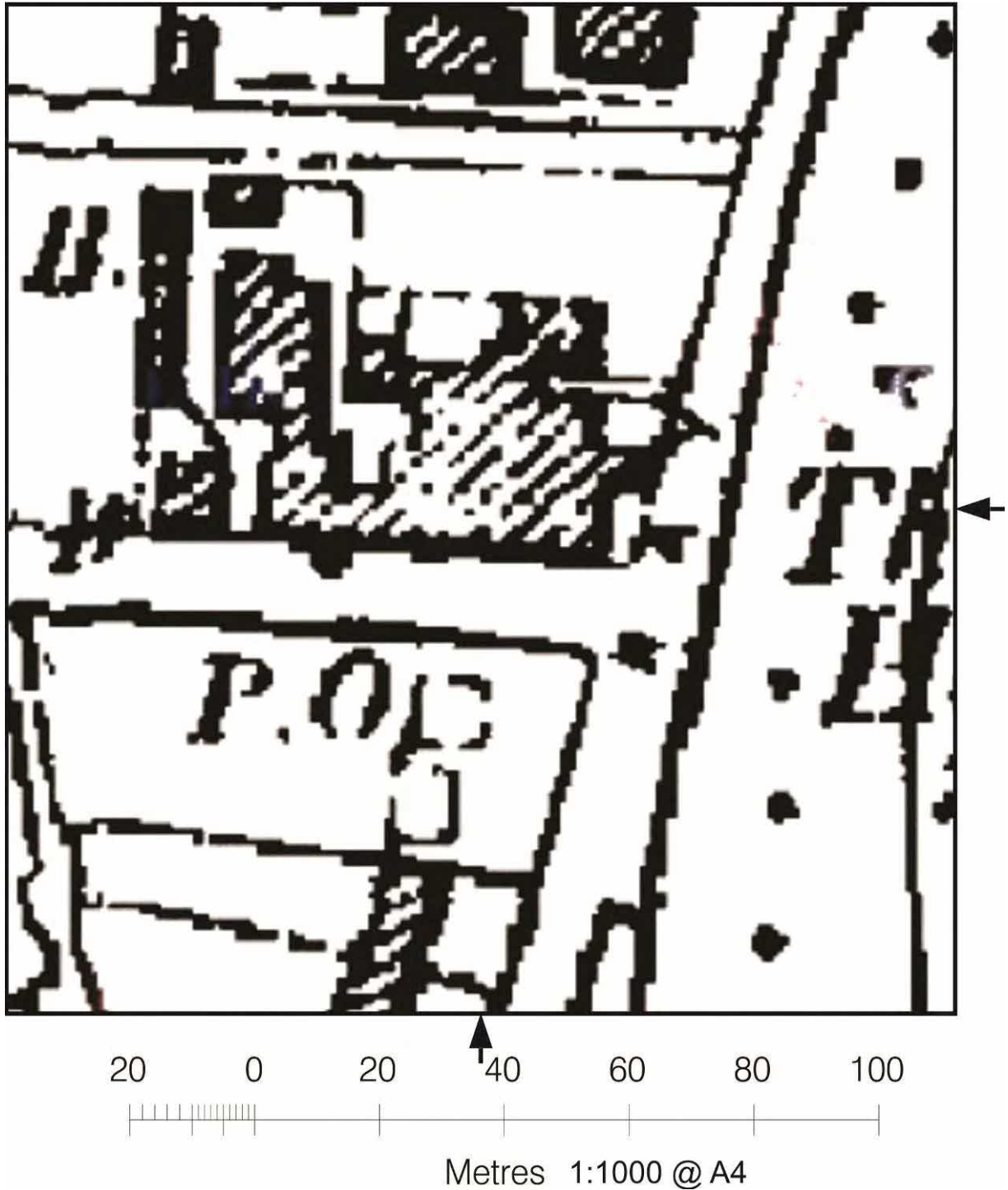
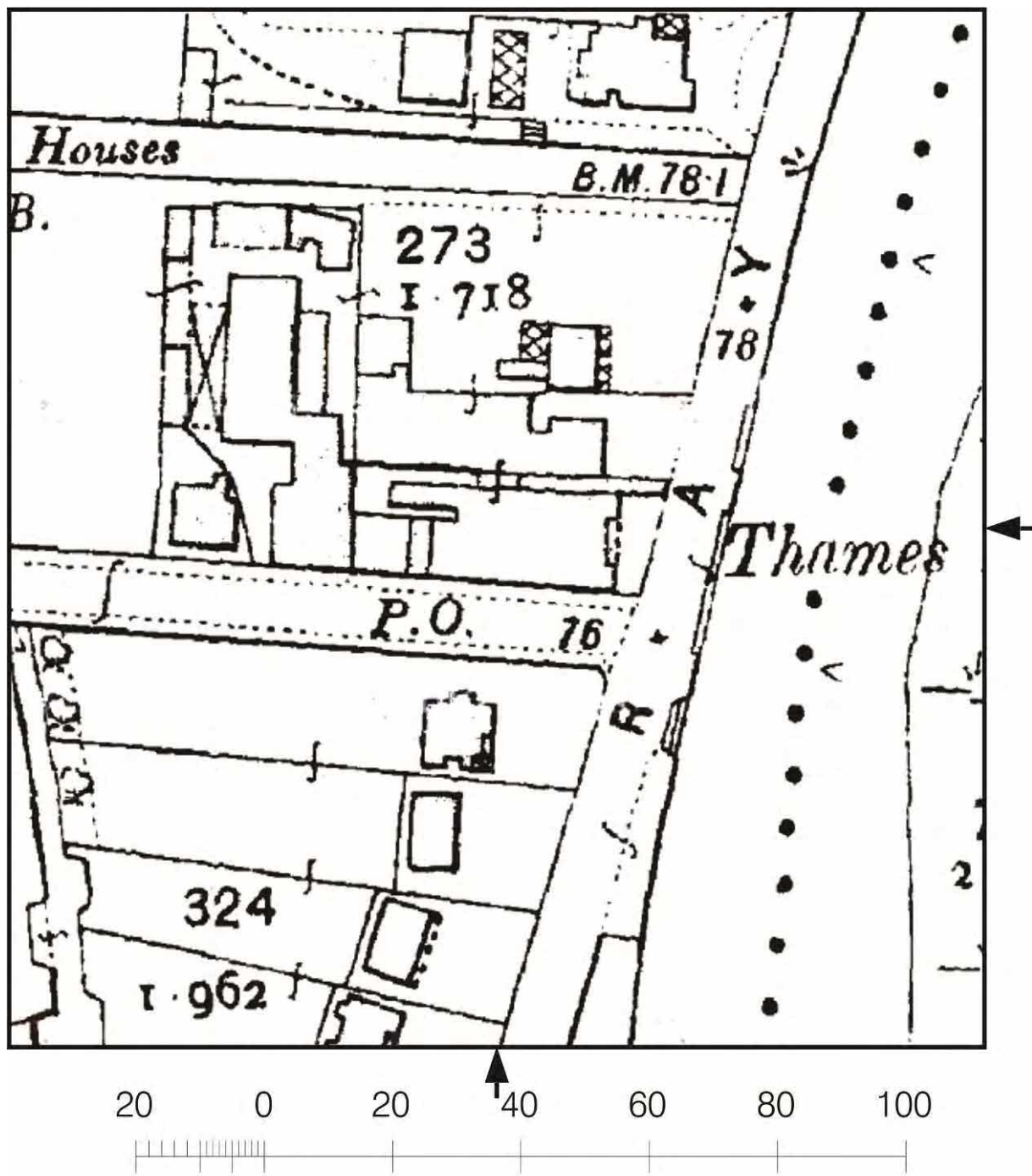


Figure 25: 1900 Ordnance Survey 1:10,000 map, enlarged to 1:1000

The hotel building has now been constructed in its entirety, with extensions to the west and north.

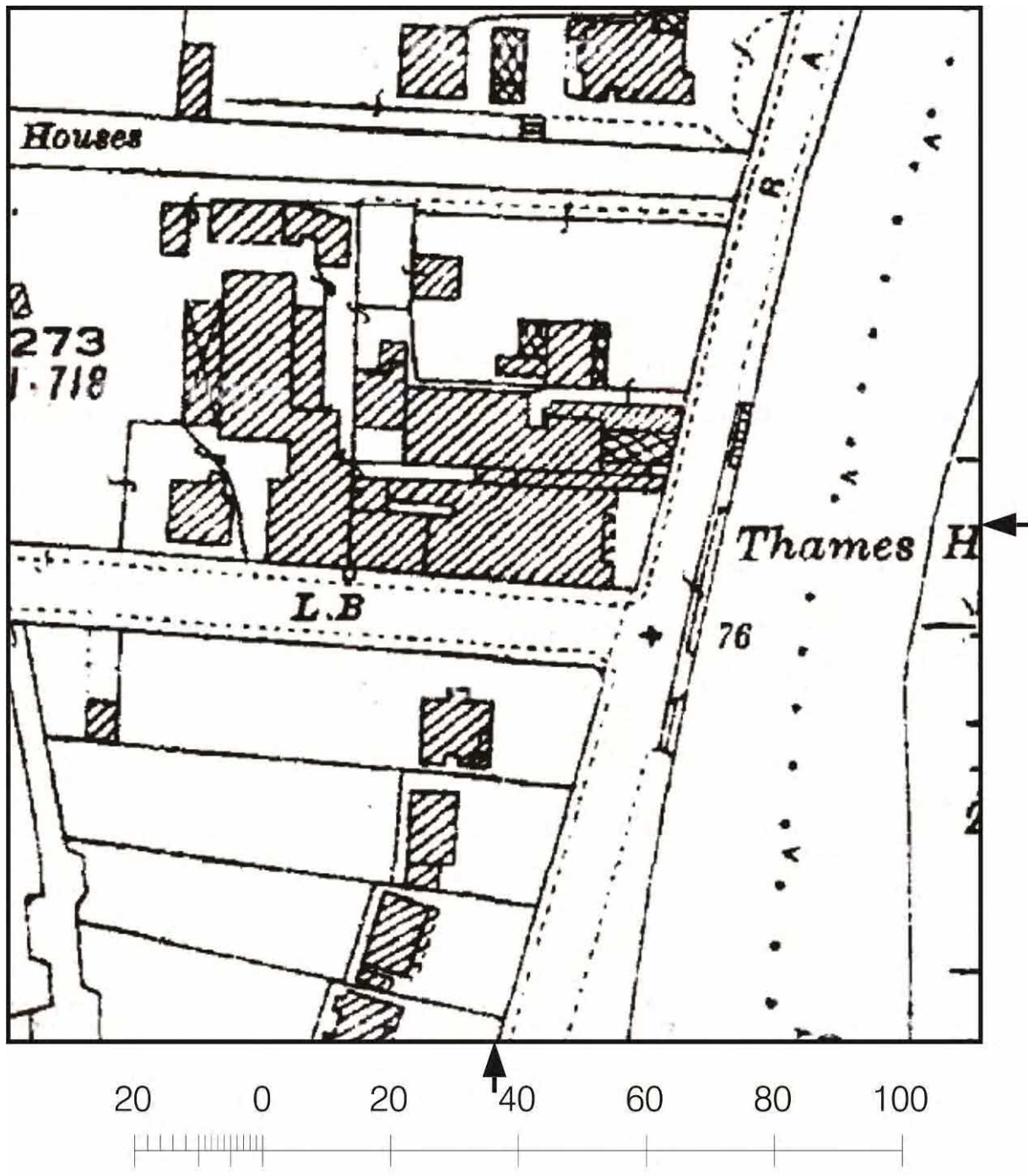
12.4 1912-1925 Ordnance Survey



Metres 1:1000 @ A4

Figure 26: 1912-1925 Ordnance Survey 1:2500 map, enlarged to 1:1000
The hotel building is shown in more detail.

12.5 1931-2 Ordnance Survey

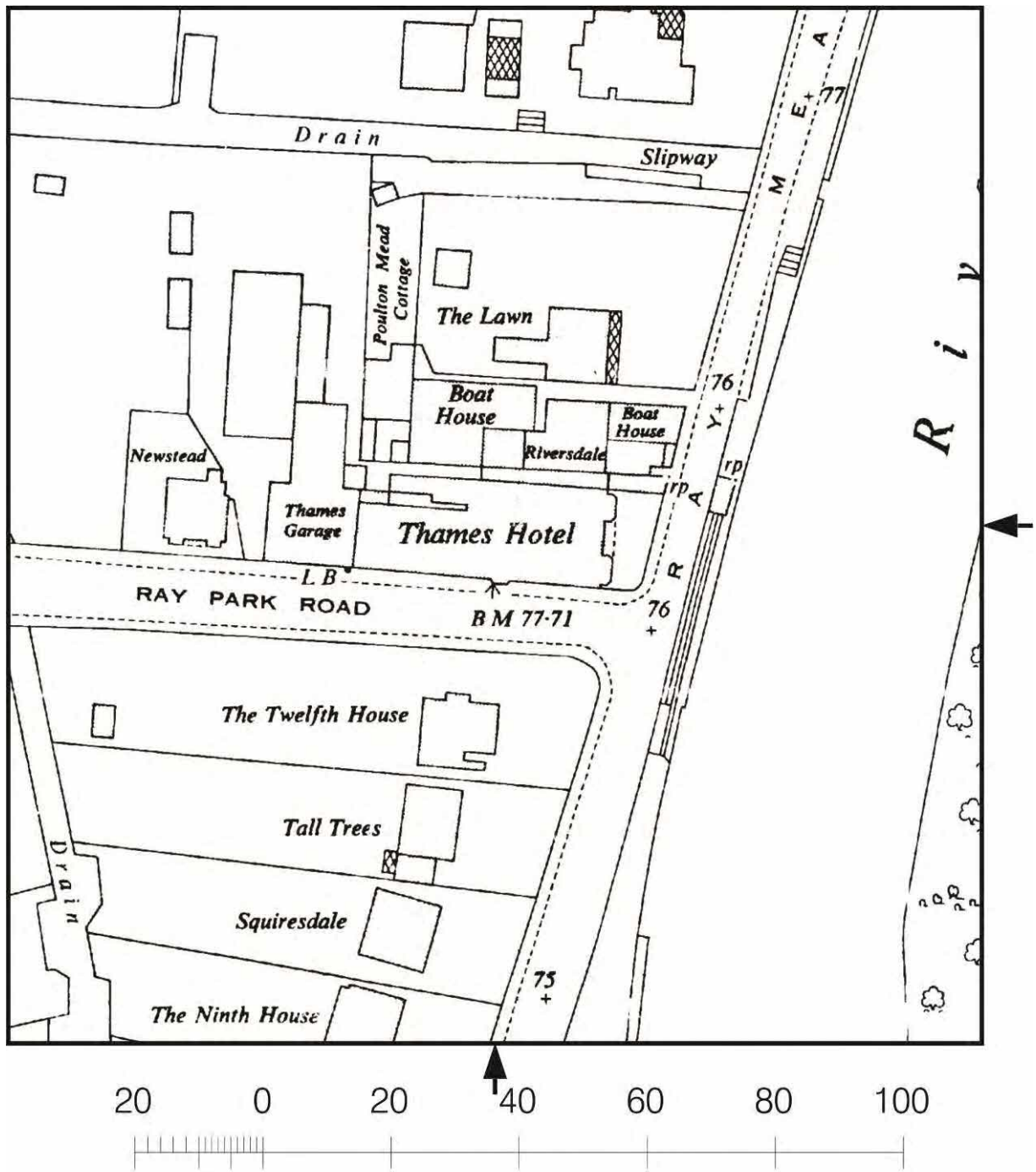


Metres 1:1000 @ A4

Figure 27: Ordnance Survey 1931-2 1:2500 map, enlarged to 1:1000

Minor changes have occurred in the layout of now demolished buildings to the rear of the hotel.

12.6 1955 Ordnance Survey

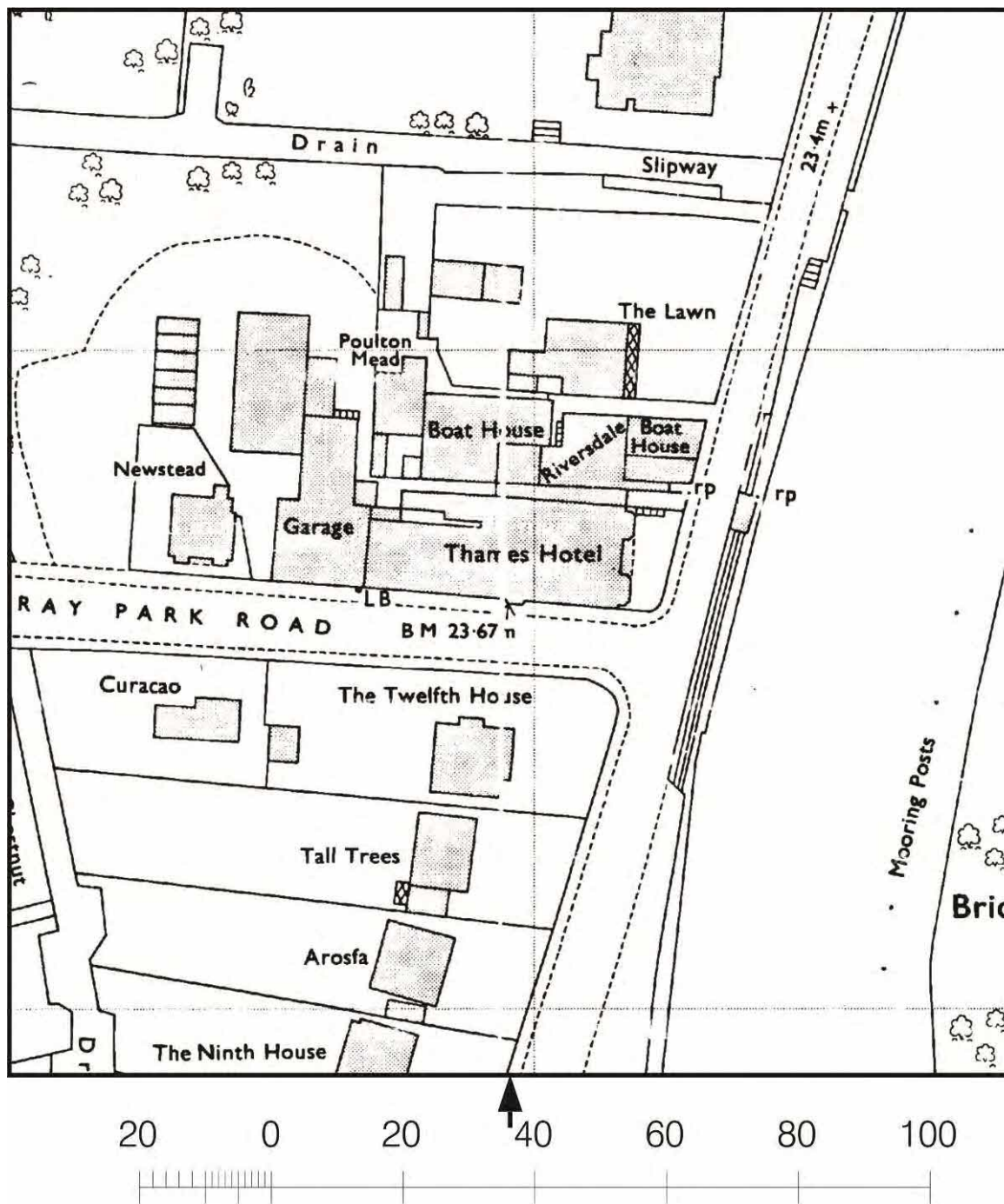


Metres 1:1000 @ A4

Figure 28: Ordnance Survey 1955 1:1250 map, enlarged to 1:1000

The hotel is generally in its current form. The building to the west, in the location of the current car park, is labelled 'Thames Garage'. This is likely to have originally been the coach house / stabling for the hotel, or a boatbuilding workshop relating to the first proprietor of the hotel.

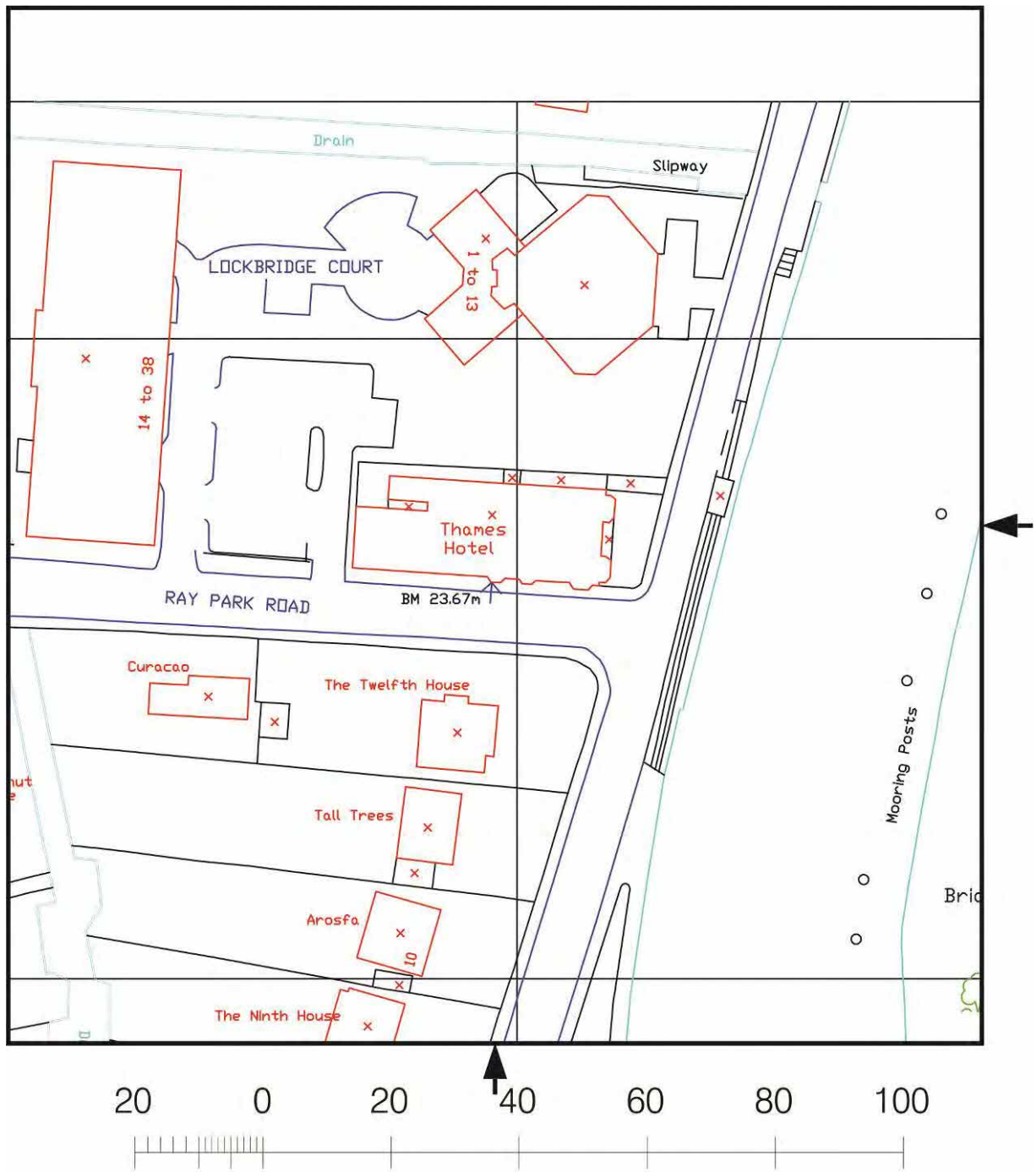
12.7 1966-72 Ordnance Survey



Metres 1:1000 @ A4

Figure 29: Figure 23: Ordnance Survey 1966-72 1:1250 map, enlarged to 1:1000
There is no change in the layout of the building.

12.8 Modern Ordnance Survey



Metres 1:1000 @ A4

Figure 30: Figure 23: Modern Ordnance Survey map, reproduced at 1:1000
The site is in its current layout.

13. Appendix: Definitions

Term	Definition
Archaeology	The study of past human activities, before the end of the post medieval period at 1700 AD, from the material remains which these activities produce.
Remains	Includes any sign or trace of the thing in question.
Archaeological Site	The place or position occupied by, and the place where, physical remains of past human activity, including those remains, can be discovered.
Evaluation	Small scale inexpensive trial archaeological excavation carried out before planning permission is granted in order to determine the weight that ought to be placed upon the preservation of an archaeological site.
Industrial Archaeology	The study, using archaeological methods, of industrial processes from ancient times to the present day.
Mitigation Strategy	A strategy for ameliorating the effects of a development on an archaeological site, by means of a foundation design which reduces the amount of ground disturbance, or a programme of archaeological investigation, recording and research.
Preservation in situ	The physical preservation of archaeological remains and sites in the place where they are to be found.
Planning Archaeologist	The person who advises the Local Planning Authority on archaeological matters. This may be somebody within the authority but can be an external post in a County Council, English Heritage or another body.
<i>Period Definitions:</i>	
Neolithic	Circa 4000-2500BC uncalibrated radio-carbon years
Earlier Bronze Age	2500-1200 BC
Later Bronze Age	1200-800 BC
Iron Age	800 BC-50 AD
Romano-British	50 AD-410 AD
Early Medieval	410 AD-1086
Medieval	1086-1485
Post Medieval	1485-1700
Tudor	1485-1558
Jacobean	1603-1702
Georgian	1702-1837
Early Modern (Imperial)	1700-1837
Victorian	1837-1901
Modern	1901-present day
<i>Geological definitions:</i>	
Particle sizes	The Wentworth Scale is used
Made Ground	Non natural deposits which may have the potential to be archaeological remains. It is noted that the identification of made ground as being modern is the prerogative of archaeologists.

14. Appendix: National Planning Policy

14.1 The National Planning Policy Framework

The National Planning Policy for the Historic Environment is given in:

National Planning Policy Framework Section 12 - *Conserving and enhancing the historic environment* pages 30-31 paragraphs 126-141 which state:

12. *Conserving and enhancing the historic environment*

126. *Local planning authorities should set out in their Local Plan a positive strategy for the conservation and enjoyment of the historic environment,²⁹ including heritage assets most at risk through neglect, decay or other threats. In doing so, they should recognise that heritage assets are an irreplaceable resource and conserve them in a manner appropriate to their significance. In developing this strategy, local planning authorities should take into account:*

- *the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- *the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;*
- *the desirability of new development making a positive contribution to local character and distinctiveness; and*
- *opportunities to draw on the contribution made by the historic environment to the character of a place.*

127. *When considering the designation of conservation areas, local planning authorities should ensure that an area justifies such status because of its special architectural or historic interest, and that the concept of conservation is not devalued through the designation of areas that lack special interest.*

128. *In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes or has the potential to include heritage assets with archaeological interest, local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.*

129. *Local planning authorities should identify and assess the particular significance of any heritage asset that may be affected by a proposal (including by development affecting the setting of a heritage asset) taking account of the available evidence and any necessary expertise. They should take this assessment into account when considering the impact of a proposal on a heritage asset, to avoid or minimise conflict between the heritage asset's conservation and any aspect of the proposal.*

130. *Where there is evidence of deliberate neglect of or damage to a heritage asset the deteriorated state of the heritage asset should not be taken into account in any decision.*

²⁹ The principles and policies set out in this section apply to the heritage-related consent regimes for which local planning authorities are responsible under the Planning (Listed Buildings and Conservation Areas) Act 1990, as well as to plan-making and decision-taking. Achieving sustainable development | 31

131. *In determining planning applications, local planning authorities should take account of:*

- *the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- *the positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and*
- *the desirability of new development making a positive contribution to local character and distinctiveness.*

132. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. As heritage assets are irreplaceable, any harm or loss should require clear and convincing justification. Substantial harm to or loss of a grade II listed building, park or garden should be exceptional. Substantial harm to or loss of designated heritage assets of the highest significance, notably scheduled monuments, protected wreck sites, battlefields, grade I and II listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.*

133. Where a proposed development will lead to substantial harm to or total loss of significance of a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- *the nature of the heritage asset prevents all reasonable uses of the site; and*
- *no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and*
- *conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and*
- *the harm or loss is outweighed by the benefit of bringing the site back into use.*

134. Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.

135. The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that affect directly or indirectly non designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset.

136. Local planning authorities should not permit loss of the whole or part of a heritage asset without taking all reasonable steps to ensure the new development will proceed after the loss has occurred.

137. Local planning authorities should look for opportunities for new development within Conservation Areas and World Heritage Sites and within the setting of heritage assets to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to or better reveal the significance of the asset should be treated favourably.

138. Not all elements of a World Heritage Site or Conservation Area will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be

treated either as substantial harm under paragraph 133 or less than substantial harm under paragraph 134, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.

139. Non-designated heritage assets of archaeological interest that are demonstrably of equivalent significance to scheduled monuments, should be considered subject to the policies for designated heritage assets.

140. Local planning authorities should assess whether the benefits of a proposal for enabling development, which would otherwise conflict with planning policies but which would secure the future conservation of a heritage asset, outweigh the disbenefits of departing from those policies.

141. Local planning authorities should make information about the significance of the historic environment gathered as part of plan-making or development management publicly accessible. They should also require developers to record and advance understanding of the significance of any heritage assets to be lost (wholly or in part) in a manner proportionate to their importance and the impact, and to make this evidence (and any archive generated) publicly accessible.³⁰ However, the ability to record evidence of our past should not be a factor in deciding whether such loss should be permitted.

14.2 Relevant Sections of Glossary

Archaeological interest: *There will be archaeological interest in a heritage asset if it holds, or potentially may hold, evidence of past human activity worthy of expert investigation at some point. Heritage assets with archaeological interest are the primary source of evidence about the substance and evolution of places, and of the people and cultures that made them.*

Conservation (for heritage policy): *The process of maintaining and managing change to a heritage asset in a way that sustains and, where appropriate, enhances its significance.*

Designated heritage asset: *A World Heritage Site, Scheduled Monument, Listed Building, Protected Wreck Site, Registered Park and Garden, Registered Battlefield or Conservation Area designated under the relevant legislation.*

Heritage asset: *A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).*

Historic environment: *All aspects of the environment resulting from the interaction between people and places through time, including all surviving physical remains of past human activity, whether visible, buried or submerged, and landscaped and planted or managed flora.*

Historic environment record: *Information services that seek to provide access to comprehensive and dynamic resources relating to the historic environment of a defined geographic area for public benefit and use.*

Setting of a heritage asset: *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.*

Significance (for heritage policy): *The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.*

14.3 Interpretation of National Planning Policy

Paragraph 132 states that:

Substantial harm to or loss of a grade II listed building, park or garden should be exceptional. Substantial harm to or loss of designated heritage assets of the highest significance, notably scheduled monuments, protected wreck sites, battlefields, grade I and II listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.*

Paragraph 133 states that:

133. Where a proposed development will lead to substantial harm to or total loss of significance of a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

Paragraph 134 states that:

Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use.

There are thus six thresholds of harm:

1. Total Loss
2. Substantial Harm
3. Less than substantial Harm
4. Harm
5. Non Harmful but requiring listed building consent
6. Non Harmful ie things which do not need listed building consent.

Substantial Harm has to be

1. Things which mean that the heritage asset would no longer merit the designation ie replacing all the historic fabric
2. Things that make the asset unrecognisable.

Substantial Harm can be:

1. The cumulative effect of many minor harmful actions.

Substantial Harm is not:

1. Things that English Heritage suggest can be done to buildings in their policy documents, for example extending a building or sub-dividing a building
2. Something that most authorities allow.

The Harm has to be weighed against:

- *the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- *the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring; paragraph 126*

The following is justification for substantial harm (Paragraph 133):

the nature of the heritage asset prevents all reasonable uses of the site; and no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and the harm or loss is outweighed by the benefit of bringing the site back into use.

14.4 Public Benefit

The National Planning Policy Frameworks suggest that there must be “public benefit” to justify less than substantial harm to a heritage asset and that this can include *securing its optimum viable use*.

In addition the PPS 5 Practice Guide paragraph 37 lists other public (Heritage) benefits as follows:

- 1. The social value of heritage assets to the community.*
- 2. The potential for heritage-led regeneration.*
- 3. The wider public benefits of the conservation of historic landscapes, parks and gardens. For example, in providing opportunities for recreation, the preservation of natural habitats and improved environmental quality.*
- 4. The potential for heritage assets to improve quality of life and sense of place.*
- 5. Creating opportunities for the optimum viable re-use of heritage assets at risk.*
- 6. The role of traditional building materials and patterns of land use in local distinctiveness.*
- 7. How heritage assets contribute to the attractiveness of streets and public spaces and how this contribution might be enhanced by, for example, reducing street clutter.*
- 8. How to increase accessibility to and participation in the historic environment.*
- 9. The economic potential of heritage assets.*
- 10. The possible impacts of heritage tourism on the historic environment and wider community.*
- 11. Opportunities to increase housing supply or meet other priorities by re-using and adapting heritage assets.*
- 12. Ways that new development might complement and enhance existing settlements and heritage assets.*

Further relevant paragraphs of the Practice Guide state:

77. Finding the optimum viable use for an asset may require the local planning authority to apply other development control policies flexibly and imaginatively to achieve long-term conservation. For example to realise the benefits of bringing an abandoned listed building on the Heritage at Risk register back into viable use it may be necessary to make an exception to a policy that restricts residential use on employment land.

78. Local authorities are advised to take into account the likely longevity of any public benefits claimed for a proposed scheme. Speculative, ill-conceived or short-term projects will not compare so favourably when considering an irreversible harm to the significance of a heritage asset.

79. There are a number of potential heritage benefits that could weigh in favour of a proposed scheme:

1. *It sustains or enhances the significance of a heritage asset and the contribution of its setting.*
2. *It reduces or removes risks to a heritage asset.*
3. *It secures the optimum viable use of a heritage asset in support of its long term conservation.*
4. *It makes a positive contribution to economic vitality and sustainable communities.*
5. *It is an appropriate design for its context and makes a positive contribution to the appearance, character, quality and local distinctiveness of the historic environment.*
6. *It better reveals the significance of a heritage asset and therefore enhances our enjoyment of it and the sense of place.*

87. Where a proposal causes minor harm there will still be a loss of value to society caused by that harm. This is a loss of public benefit that needs to be weighed against any other public benefits the proposal will bring, including, possibly, the conservation benefit of the proposal being part of realising the optimal viable use of the asset. Flexibility and imagination in the design process is crucial to minimising conflict. Some works may seem individually to be of little importance but can cumulatively be destructive of a heritage asset's significance.

90. Harmful development may sometimes be justified in the interests of realising the optimum viable use of an asset, notwithstanding the loss of significance caused, provided that the harm is minimised.

93. Keeping land in active use is a public benefit. It will be very rare that a decision has to be made between keeping a designated heritage asset and returning the site to active use but in such cases a balance still has to be struck between the loss to society of the significance of the designated asset and the benefits of returning the site to use. Loss of the highest graded assets will only be on wholly exceptional grounds.

94. Given the irreversibility of any such decision, the demolition or destruction of a designated heritage asset on these grounds is very much a last resort after every option to secure a viable future for the asset has been exhausted. The fact that particular applicants or their advisers cannot conceive of a viable use for the asset does not mean that there is no such

196. A research investigation involving intrusive works to an asset requiring permission or consent may be proposed as a stand-alone project and not merely as an exercise in investigating an asset that will be lost or altered for other reasons. It may be justified if there will be a public benefit gained if the investigation results in an increased understanding of our past and this will be maximised if it is well planned, executed and the results properly publicised and disseminated.

In addition the English Heritage website states:

<http://www.english-heritage.org.uk/professional/advice/hpg/decisionmaking/NPPF/>
(10/10/2012)

Public benefits in this sense will most likely be the fulfilment of one or more of the objectives of sustainable development as set out in the NPPF, provided the benefits will endure for the wider community and not just for private individuals or corporations. It is very important to consider if conflict between the provision of such public benefits and heritage conservation is necessary.

The NPPF seeks economic, social and environmental (including historic environmental) gains jointly and simultaneously. The planning system should actively guide development to sustainable solutions. Pursuing sustainable development involves seeking positive improvement in the quality of the built

environment. Substantial harm or loss should be refused unless it is demonstrated that it is necessary to deliver substantial public benefits that outweigh that harm (paragraphs 8, 9 and 133). The public benefits may be achieved with less or no harm by alternative design or location.

Sometimes harm is necessary to enable change of use of the asset to its optimum viable use. The optimum viable use is either the sole viable use of the asset or, if there is more than one viable use, the use most consistent with its ongoing conservation. Enabling such a change of use can be a public benefit that outweighs the harm done.

