Apendix (5)

Heritage Statement

Introduction

Prepared in support of application for consent to display an advertisement(s) at The Kings Building (formally known as The Kings Banqueting Hall), 4 Chesterfield Road, Alfreton, DE55 7DT.

History Of The Application Site

The site lies within both the Alfreton conservation area and the defined town centre of Alfreton (as shown on the Amber Valley Borough Local Plan Proposals Map). The application site is itself part/adjacent of a Listed Building. The northern part of the building is not referred to in the Listing Schedule for the George Hotel.

The Planning and Listed Building application for the Signage has already been approved on a previous application. The approved Planning and Listed Building application office code AVA/2019/1195 and AVA/2019/1197 for the Conversion Works Drawing Number A2 & A103.

Reasons For The Signage

The proposed signage is very important for the success of the business as this building has not been in use for over 20 years. The site has previously operated with the same combination of uses (i.e. Restaurant, Banqueting Hall and function room). However, for various reasons, the business did not operate successfully and closed. The applicant is an experienced and successful Restauranteur who operated a successful Restaurant in the town centre (New Bengal Balti & Tandoori Restaurant, 3 King Street, Alfreton) which had to close down due to a fire damage in March 2017. Ever since he is trying to relocate to this application site. He has recognised an opportunity to run the business successfully but identified key elements within the building itself which without modification will impede success of the business. The proposal will result in the creation of a new business in the town employing 10-15 people.

Other Listed Buildings

There are several other Listed Building around the market place which have individual architectural and historical merit and which cumulatively contributes to the high quality of the conservation area. Apart from the George Hotel itself, 2 King Street and 17 Church Street both stand on the Market Place and are