
Heritage Statement

**6 High Street
Teddington
TW11 8EW**

Prepared for:

Pret A Manger (Europe) Limited

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1. Introduction

1.1. Introduction

1.1.1. This Heritage Statement (“statement”), has been prepared on behalf of Pret A Manger (Europe) Limited (“Pret”), for an application for express advertisement consent submitted under the Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended) at 6 High Street, Teddington, TW11 8EW (“the site”).

1.1.2. Express advertisement consent is sought for:

- 3 no. externally illuminated curved fascia signs (Signs A, B and C);
- 1 no. non-illuminated fascia sign (Sign D);
- 1 no. non-illuminated individual letter sign (Sign E);
- 1 no. externally illuminated projection sign (Sign G);
- 6 no. canvas barriers with white star print (Sign H); and
- 1 no. ‘A’ frame with Pret graphic (Sign I)

1.1.3. The application is submitted to London Borough of Richmond upon Thames, as the Local Planning Authority (“LPA”).

1.1.4. This statement contains the context for the application and assesses the policy and material considerations relevant to the proposals and the historic environment. In addition, it explains the proposed design at the site taking account of the special architectural and historic importance of the building, features and setting within the Teddington High Street Conservation Area (no 37). The site is not a statutory listed building however has been a locally listed building (ref. 95/00030/BTM) since 1995.

1.1.5. In accordance with the guidance contained within the National Planning Policy Framework (“NPPF”) (July 2021) and the online National Planning Practice Guidance (“NPPG”), the level of detail contained within this statement is proportionate to the complexity of the application and reflects the straightforward nature of the proposals.

1.2. Statement structure

1.2.1. This remainder of this statement is structured as follows:

- **Section 2:** Provides an overview of the background to the site;
- **Section 3:** Provides an overview of the proposals;
- **Section 4:** An overview of the planning policy framework relevant to the site;
- **Section 5:** Considers the heritage matters relating to the application and assesses the proposals; and
- **Section 6:** Provides a conclusion to the application.

2. Background

2.1. Introduction

2.1.1. This section provides an overview of the background to the site, drawing upon relevant planning history.

2.2. Site description

2.2.1. The site relates to 6 High Street, Teddington, and specifically the front elevation, which faces Teddington High Street and Station Road. The site is located along the High Street which is predominantly a retail, commercial and mixed-use area, with the street scene comprising of a mix of shopfront and advertisement designs. Adjoining units along the High Street frontage include other retailers with similar advertisements and signage, including 'Hamptons' (estate agent) and 'Benedict' (bar and café).

2.2.2. The site is currently vacant, having last been occupied by 'Natwest' as a bank. Pret is seeking to occupy the site as a Pret sandwich shop.

2.2.3. The site forms the ground floor of a three storey building, known as 6 High Street, and occupies a corner plot where Teddington High Street and Station Road meet. The site is not a statutory listed building but has been locally listed since October 1995 (ref. 95/00030/BTM). The nearest listed buildings are that of Lloyds Bank (Grade II) which is approximately 50m north east of the site and Elmfield House and Garden Wall (Grade II) approximately 70m north west. The proposals are not considered to have any material impact on the setting of these listing buildings.

2.2.4. The site is located within the Teddington High Street Conservation Area.

2.3. Photographs

2.3.1. A number of photographs relating to the site are provided at **Appendix 1.0**.

2.4. Planning history

2.4.1. A desktop planning history search has been carried out for the site, indicating that the most pertinent planning history includes external shopfront internally illuminated signage on behalf of the former occupier, Natwest.

- November, 2014 – Application for external shopfront signage to replace those insitu; 2no. 360mm high internally illuminated NatWest fascia lettering and chevron; 2no. 500mm high internally illuminated NatWest remote projecting signs; 2no. 233mm high internally illuminated NatWest ATM tablets with associated atm swap outs and vinyl back cladding; Other signage: 1no. non illuminated nameplate was granted (ref. 14/3950/ADV). The Officer's report concluded that "*the proposal is considered to preserve the setting of the BTM [Building of Townscape Merit] and the [Teddington High Street] Conservation Area, without harm to highway safety and visual amenity*".

2.4.2. The planning history shows several units in the locality which benefit from advertisement consent, including, but not limited to:

- November, 2018 (20-22 High Street) – Installation of 2 no. externally illuminated fascia signs and 1 no. non-illuminated projecting sign granted (ref. 18/3207/ADV). The Officer's report notes "*the scheme is mainly for replacement signs to reflect the change in the name of the A3 unit. Where there are new elements added, these have been carefully chosen to be congruous with the surrounds. These would therefore not detract from the elevational treatment of the host BTM and the aesthetic quality of the Conservation Area*";
- January, 2021 (43 High Street) – Change of fascia signage, projection sign and awnings granted (ref. 20/3058/ADV)., The Officer's report notes that "*The proposal is considered to be of an appropriate design and size suitable for a commercial unit which would have the same impact on the character and appearance of the street scene as the existing arrangement and, subject to conditions, is not considered to cause an adverse impact on visual amenities of the adjacent conservation area and setting of nearby heritage assets*";.

2.4.3. These previous applications confirm that alterations have been found acceptable over time at the site and within the existing street scene.

Summary

2.4.4. Given the limited planning history of the site itself, but the grant of advertisement consent for the site's nearby, this indicates that the principle of alterations to shopfronts and advertisements have been accepted and were not considered to result in any harm to the Teddington High Street Conservation Area.

3. Proposals

3.1. Introduction

3.1.1. This section outlines the application proposals.

3.2. Proposals

3.2.1. As mentioned previously, this application seeks express advertisement consent to deliver comprehensive improvements to the shopfront.

3.2.2. The proposals can therefore be summarised as signage in the form of:

- 3 no. externally illuminated curved fascia signs (Signs A, B and C);
- 1 no. non-illuminated fascia sign (Sign D);
- 1 no. non-illuminated individual letter sign (Sign E);
- 1 no. externally illuminated projection sign (Sign G);
- 6 no. canvas barriers with white star print (Sign H); and
- 1 no. 'A' frame with Pret graphic (Sign I)

3.2.3. The proposed signage, as illustrated on the submitted drawings and described within the application form, seek to complement the delivery of an improved shopfront and external appearance to the unit, to allow for the beneficial occupation as a Pret sandwich shop.

3.2.4. Further details of the signage details are also provided within the accompanying drawings.

4. Planning policy context

4.1. Introduction

- 4.1.1. This section establishes the planning context against which this application will be determined at a local, regional and national level.

4.2. National Planning Policy Framework (July 2021)

- 4.2.1. The NPPF provides general advice alongside the presumption in favour of sustainable development. Paragraph 7 notes that the purpose of the planning system is to contribute to the achievement of sustainable development. Paragraph 126 expresses the importance of creating high quality buildings and places which is fundamental to what the planning and development process should achieve. Paragraph 130(f) seeks to ensure developments create places that are safe, inclusive and accessible and which promote health and well-being.
- 4.2.2. Section 6 encourages LPAs to promote economic growth, business investment, create jobs and prosperity by ensuring that the planning system does everything it can to support local sustainable economic growth. Paragraph 86 notes that planning should support the role of town centres by promoting growth and adaption through permitting them to grow and diversify to ensure long-term vitality and viability.
- 4.2.3. The NPPF advises design should be sustainable and should conserve heritage assets. The NPPF provides general advice on design and the conservation of heritage assets, to be read alongside the presumption in favour of sustainable development. Paragraph 189 of the NPPF, amongst other matters, seeks the conservation of heritage assets in a manner “*appropriate to their significance*”.
- 4.2.4. Paragraph 126 further states that good design is a key aspect of sustainable development which helps create better places to live and work.
- 4.2.5. Paragraph 136 notes that the quality and character of places can suffer when advertisements are poorly sited and designed. The paragraph continues to note that the advertisement consent process “... *should be operated in a way in which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impact*”

4.3. Development Plan

- 4.3.1. Under Section 38(6) of the Planning and Compulsory Purchase Act 2004, applications should be determined in accordance with the development plan unless material considerations indicate otherwise. The development plan relevant to the application site comprises:
- London Plan (March 2021); and
 - Richmond Upon Thames Local Plan (July 2018).

- 4.3.2. The appropriate weight needs to be applied to the policies and other material considerations, such as national planning policy.

London Plan (March 2021)

- 4.3.3. The recently adopted London Plan provides a high level planning policy position for forward planning and decision-making by local planning authorities within London. The most pertinent planning policies are identified below:

- Policy GG5 (Growing a good economy) details the need to promote and enable the continued development of a strong and increasingly diverse economy;
- Policy HC1 (Heritage conservation and growth) identifies that in planning decisions, development affecting heritage assets and their settings should “*conserve their significance, by being sympathetic to the assets’ significance and appreciation within their surrounding settings*”; and
- Policy SD6 (Town centres and high streets) seeks to promote the vitality and viability of London’s varied town centres by encouraging strong, resilient, accessible and inclusive hubs with a diverse range of uses that meet the needs of Londoners, including main town centre uses and strengthening the role of town centres as a main focus for Londoners’ sense of place and local identity in the capital.

Richmond Upon Thames Local Plan (July 2018)

- 4.3.4. Richmond Upon Thames Council adopted their Local Plan for the borough in July 2018, replacing the previous policies within the Core Strategy and Development Management Plan. The Local Plan sets out policies and guidance for the development of the borough until July 2033. The most pertinent policies to the proposals are set out below.

- Policy LP 1 (Local Character and Design Quality) seeks to protect the character of the Borough through ensuring new development proposals are of a high architectural and urban design quality, taking into consideration the site context, character and appearance to improve the quality and character of buildings, spaces and the local area. The policy sets out criteria for new development proposals and section (c) specifically refers to advertisements, which seeks to ensure that the design and siting of such protect the character of buildings and streets having regard to amenity and public safety considerations.
- Policy LP 3 (Designated Heritage Assets) this policy requires development proposals to conserve and, where possible, positively contribute to the historic environment. All proposals in Conservation Areas are required to preserve and, where possible, enhance the character or the appearance of the Conservation Area. The policy sets out the means by which proposals will conserve and enhance the Borough’s heritage assets.
- Policy LP 8 (Amenity and Living Conditions) seeks to ensure development proposals protect the amenity and living conditions of occupants of new, existing or adjoining properties through ensuring

proposals are not visually intrusive or cause harm to the reasonable enjoyment of the use of buildings, etc due to matters including light.

4.4. Supplementary Planning Documents

4.4.1. The following Supplementary Planning Documents (“SPD”) are considered relevant.

Hampton Wick and Teddington Village Planning Guidance SPD (June 2017)

4.4.2. This document sets out the vision for Teddington and identifies that it will continue to be a welcoming community for residents, visitors and businesses; and provide for a wide range of shops.

Planning Information for Conservation Areas (September 2002)

4.4.3. This document identifies that the site is located within the High Street (Teddington) Conservation Area (no 37) and states that “*unsympathetic advertisements and those out of scale can also be detrimental to the appearance of an area and will be resisted*”.

Shopfronts SPD (March 2010)

4.4.4. This sets out guidelines and advice to guide appropriate shopfront proposals. Point (2) states that “*in conservation areas new shopfront design must as a minimum ‘preserve’ but preferably should ‘enhance’ the local character*”. With regard to fascias, it advises that “*externally illuminated fascia signs are generally preferred throughout the Borough*” and further that “*lettering and logos should be in proportion to the size of the fascia*”.

4.4.5. Section 5.3.2 refers to projecting signs, and states that “*usually one projecting/hanging sign per shop is adequate, to a size, style and method of support which complements the fascia and the architectural character of the building as a whole. It should generally be hung at fascia level*” and “*illuminated externally with spot or strip lighting*”.

4.5. Summary

4.5.1. The above paragraphs highlight the most pertinent policy background to the application. An assessment of the application proposals against this planning policy framework is made in Section 5.

5. Heritage matters

5.1. Introduction

- 5.1.1. This section undertakes an assessment of the merits of the advertisement consent, namely in respect of conservation, design and amenity considerations.

5.2. Description and significance

- 5.2.1. The High Street (Teddington) Conservation Area 37 Statement notes that the High Street is a busy commercial centre of mainly specialist shopping. It notes that to the south of the street are the more imposing three storey Edwardian shopping parades, in red and yellow brick and that the variety of building forms, facades and roofscape provide great interest and diversity to the street scene. It states:

“High Street (Teddington) conservation area forms part of the varied busy commercial centre and good quality residential areas extending from the High Street of Teddington. It has a traditional high street character of mainly specialist shopping, importantly retaining an exceptional number of fine original shopfronts and some remarkable single storey shop units built on the frontage of older houses. This is a unifying feature of the area. There is a series of revealing views along the wide enclosed and gently curving street to the West and East, between the higher ground of the railway bridge and roundabout and down towards the riverside and the landmark St Alban’s Church. The street is enclosed by an eclectic mix of predominately two storey traditional brick 18th century and later Victorian buildings on distinctively narrow plots to the North side, addressing the more imposing three storey Edwardian shopping parades, in well detailed red and yellow brick, to the South side. The variety of building forms, facades and roofscape here provides great interest and diversity to the street scene”

- 5.2.2. In terms of issues and opportunities, it includes

“Loss of original or quality shopfronts and unsympathetic alterations and advertisements such as disproportionate signage, excessive illumination, loss of detailing such as plinths, pilasters etc”; and

“Retain and improve the quality of shopfronts and advertisements, seeking that illumination is minimised and justified”

- 5.2.3. The Statement does not explicitly refer to the site.

5.3. Assessment

- 5.3.1. The works are necessary to ensure the deliver comprehensive improvements to the shopfront into a Pret sandwich shop to provide an ongoing economic dividend from the site.

- 5.3.2. As noted above, the signage proposed comprises 3 no. externally illuminated curved fascia signs; 1 no. non-illuminated fascia sign; 1 no. non-illuminated individual letter sign; 1 no. externally illuminated projection sign; 6 no. canvas barriers with white star print; and 1 no. 'A' frame with Pret graphic.
- 5.3.3. The works have been designed and positioned on the elevation of the building to avoid any impact upon the building and wider context within the Teddington High Street Conservation Area. The fascia band has been split into individual elements to allow the building's vertical emphasis through the red brick columns to remain uninterrupted, while subtle external illumination of only fascias with lettering occurs. Collectively, the signage and means of illumination is considered to be consistent with that of nearby shops along the High Street.
- 5.3.4. The proposed advertisements would contribute to an improvement and refurbishment of the shopfront, benefitting the street scene and wider Teddington High Street Conservation Area. The proposed works are considered modest in nature, but will contribute an improvement to the appearance of the site. The proposals take account of the scale, proportions and architectural style of the building, while offering a high standard of design in keeping with the character of the Conservation Area.
- 5.3.5. As a result, the proposals are not considered to materially harm the visual and architectural interests of the locally listed building or its setting within the Teddington High Street Conservation Area. Accordingly, the proposals accord to the thrust of policies set out within the NPPF, Richmond Upon Thames Local Plan (July 2018) and relevant SPDs.

6. Conclusion

6.1. Conclusion

- 6.1.1. Pret seeks to open a new sandwich shop store trading at 6 High Street, Teddington. Advertisement consent is sought for appropriate signage.
- 6.1.2. The proposed external works are located fronting High Street and Station Road and as such will provide an improvement frontage to the site. The installation of signage is not considered to harm the architectural interest of the building, as a locally listed building, nor is it considered to harm the Teddington High Street Conservation Area.
- 6.1.3. The proposals are considered to accord to the relevant policies of the development plan and it is therefore respectfully requested that advertisement consent be granted.



Appendices



Appendix 1.0 Photographs
