

The Crown

174 Richmond Road
Twickenham
Surrey TW1 2NH

DESIGN & HERITAGE STATEMENT

May 2022



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1.0 INTRODUCTION & SUPPORTING DOCUMENTS

This Design and Access Statement has been prepared in support of an application for planning consent to carry out minor alterations at:

The Crown

174 Richmond Road, St Margarets, Twickenham, Surrey TW1 2NH

This statement should be read in conjunction with the drawings listed below:

2204-001 GA Existing Layout Ground Floor

2204-002 GA Existing Lighting Plan Ground Floor

2204-P-101 GA Proposed Layout Ground Floor

2204-102 GA Proposed Lighting Layout Ground Floor

2204-201 Bar Back Fitting Details

2204-202 Radiator Casing Details

2204-203 Door Threshold Details

2204-204 Detail Bar Snob Screens

2204-801 Site Location Plan 1:1250

Site Photos

2.0 THE SITE & SETTING

The Crown is a Georgian 3-storey brick building with basement, situated in St. Margarets, Twickenham.

It is located on a busy road which leads towards the M3 motorway and is just a mile from Twickenham Rugby Stadium. It sits adjacent Marble Hill Park (to the south) with the Thames river just a short walk away.

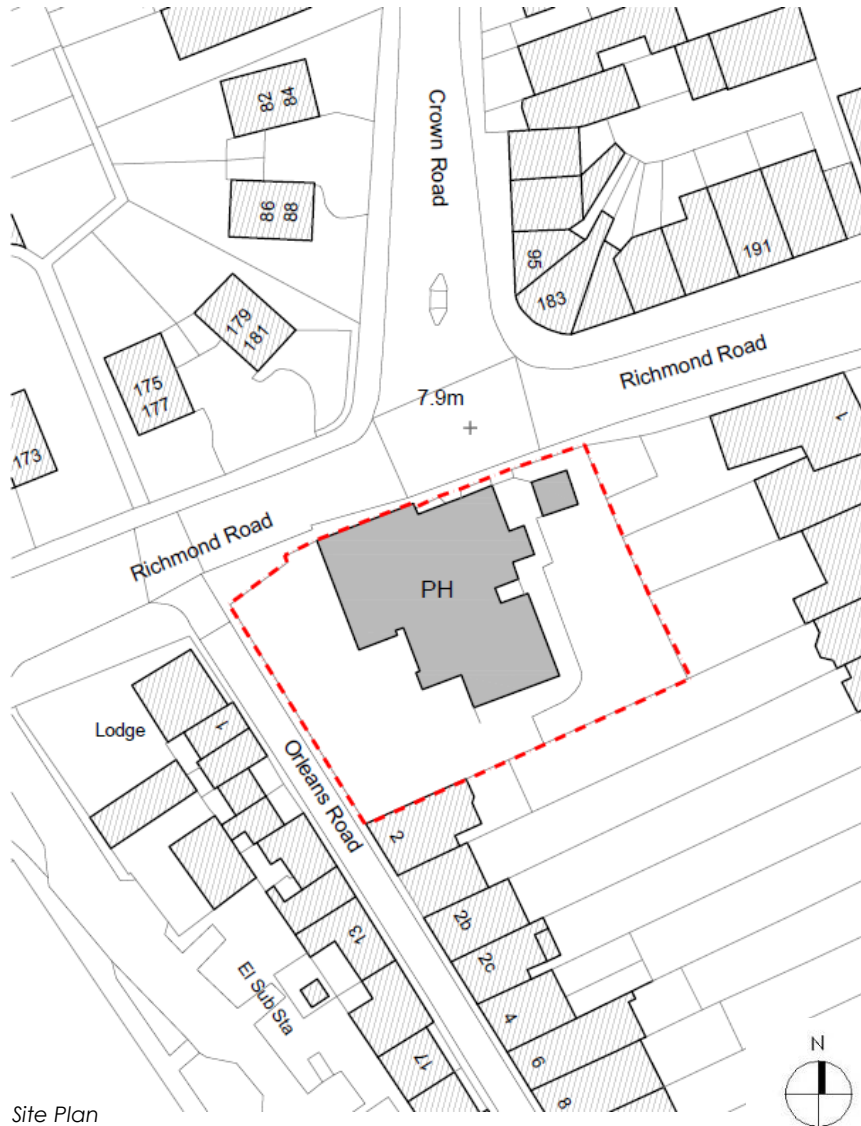
There is a car park to the western side of the building and an established garden to its eastern side. Brick walls and shrub planting form the boundaries.

The site sits within conservation area CA8.

The building is Grade II listed.



2.0 THE SITE & SETTING

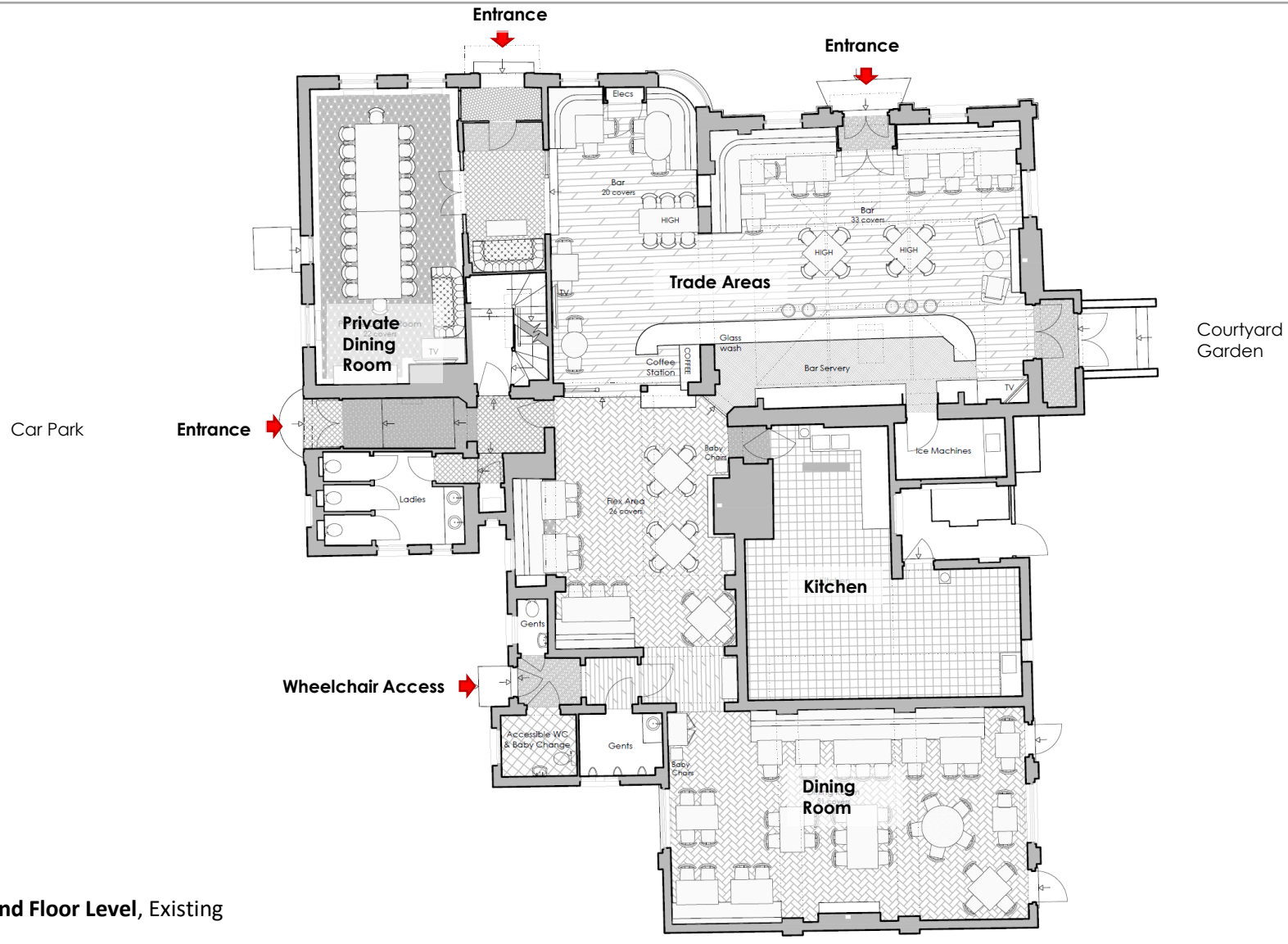


Site Plan



Photos of the pub

2.0 THE SITE & SETTING



Ground Floor Level, Existing

3.0 HERITAGE SIGNIFICANCE

Historic Mapping and Site Development.

The earliest map is from 1761 when the site appears to have some form of development in an area that was otherwise in a rural position. The next map of 100 years later shows how much development has occurred with houses set out in rows and the pub building very much in existence. There are also buildings set in what is now the car park. These buildings appear to be in position even as late as 1938 so it is assumed that damage during the war may have necessitated their removal.

The following pages outline the planning history of the site. The earliest application noted on the Council's website dates back to 1958 when it was evident that the car park existed. Between this time and the 1970s seems to be when most of the alterations to the building inside and out took place. Subsequent applications have described more modest in aspirations for the site.

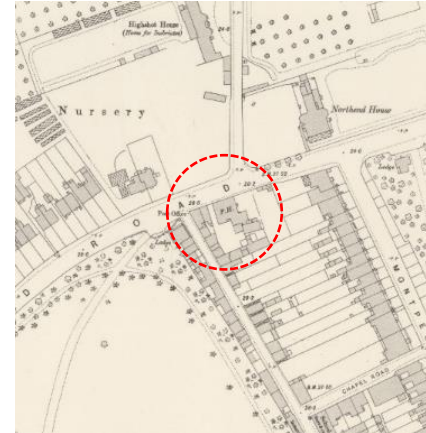
The heritage value of this building sits with its external details and internal plan form which can still be distinguished although several modifications have occurred, including the repositioning of the bar.



1761 map



1867-68 map



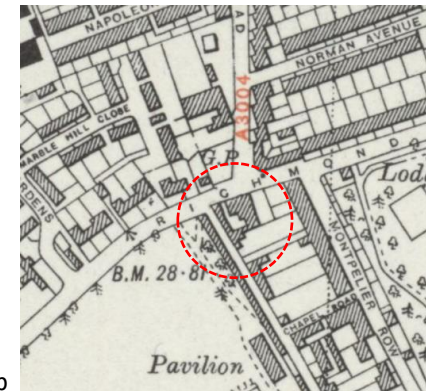
1893 map



1891-1894 map

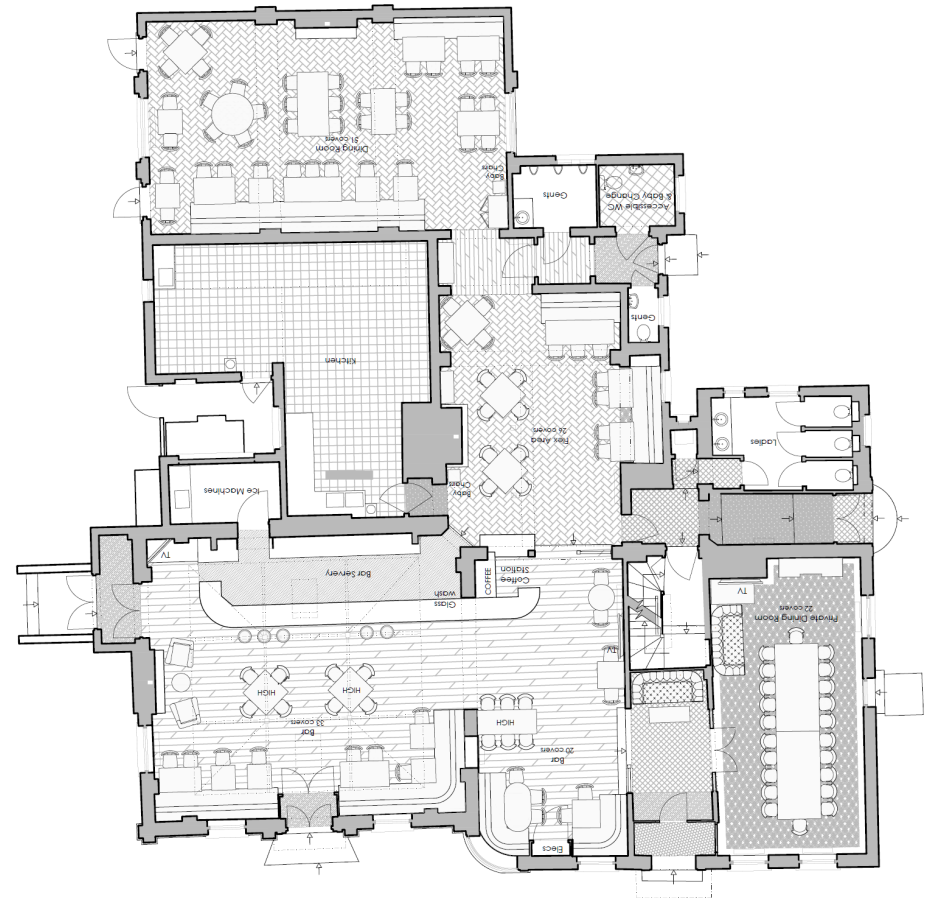
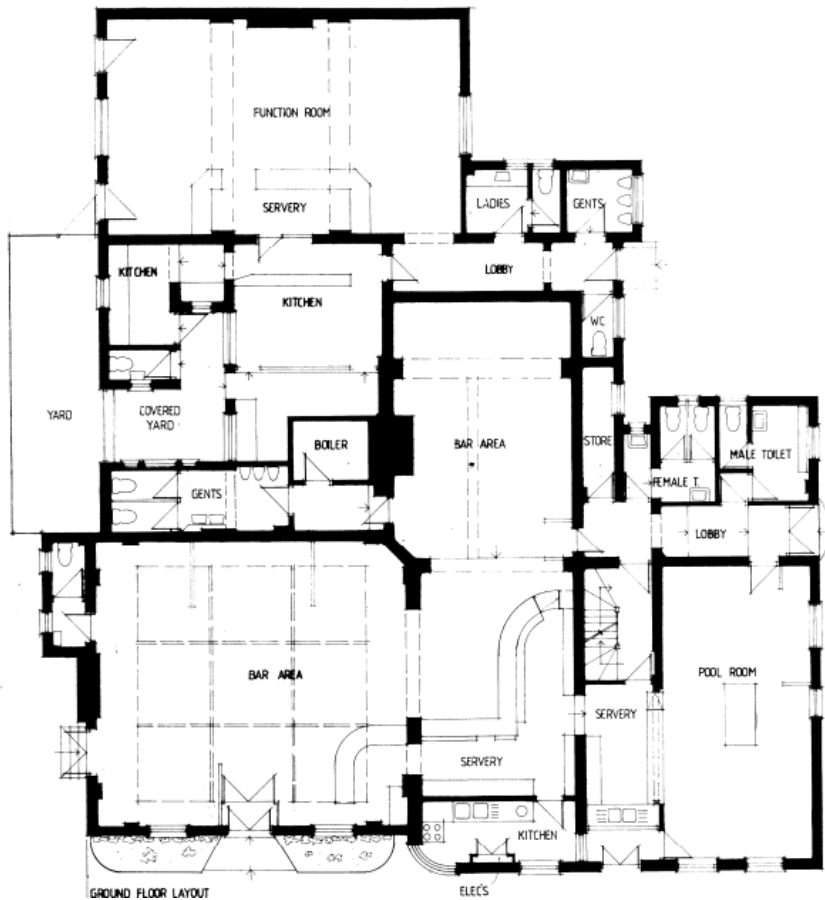


1910-1911 map



1938 map

3.0 HERITAGE SIGNIFICANCE



The existing layout in May 1997

Note the previous position of the bar servery 25 years ago. The configuration and position(s) of the customer toilets has been altered as has the Kitchen layout along with its link to the function room and former function room servery (now removed).

The existing layout now, May 2022

3.0 HERITAGE SIGNIFICANCE

Architectural Significance

The building has moderate architectural significance. The Georgian façade with some notable decorative plasterwork are in good condition and are being retained. Internally, the building form and style is fairly simple and functional. The changes over the years have perhaps diluted the architectural significance to a degree and elements of note are experienced as isolated features rather than as a coherent collection. The adjacent photos pick out the more interesting features. The previous page shows modifications that have been made to layout in the past 25 years.

Archaeological Significance

The site is not designated within the local plan as an area of Archaeological importance and there is no indication that the site has any archaeological interest, although Historic England are currently reviewing Richmond upon Thames in accordance with the new APA Guidelines.

Artistic Interest

It is not considered that the Crown holds any particular artistic value and is relatively simple in form and detail

Contribution of Setting to Significance

The pub occupies a prominent position on Richmond Road where it is situated on a mini—roundabout and benefits from a longer view from Crown Road when approaching the roundabout. This view contributes positively to its setting.

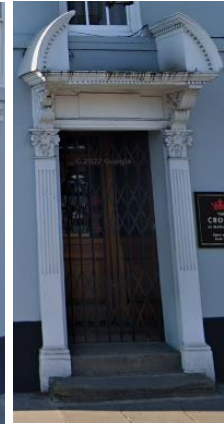
4.0 THE BUILDING & USE

Exterior

The building frontage is typically Georgian, 5 windows wide. There is a large painted gable wall facing the car park while on the other side is a single storey brick built element forming one boundary to the pub garden. All masonry has received a paint finish.



Plaster ornament to corner window



Broken pediment over entrance



Arched hood over entrance



4.0 THE BUILDING & USE

Interiors

The interior is in reasonable condition and all proposed work is minor in nature. This project is essentially about refreshing the surface finishes.

4.1 CEILINGS

There are some interesting architectural features such as the domed ceiling above the bar and the barrel vaulted ceiling over the dining room.

The ceilings elsewhere are flat and without decoration.

All ceilings will receive a new paint finish.



Flat ceiling in bar "flex" area



Vaulted "dome" ceiling in bar area



Barrel-vaulted ceiling above dining room

4.0 THE BUILDING & USE

4.2 WALLS

Some ornate plasterwork in the corning and freizes and architraves can be seen in the dining room in particular. This is being retained.

The walls are much plainer everywhere else with just some simple picture and dado rails in some areas though these are not continuous all the way around.

Like the ceilings, the walls will receive a new paint finish with some wall paper being introduced in one area. Please refer to the drawings accompanying this application.



Plain Dado panelling to walls of function room.



Simple corning and picture rails, seen in the bar "flex" area.



Ornamental plasterwork is seen in the corning and friezes of the dining room. Herringbone parquet floor is also found in the dining room.

4.0 THE BUILDING & USE

4.3 FLOORS

Floors are a mix of herringbone timber, more modern engineered planks (in the bar area) and carpet (in the private dining room). There is a terracotta tiled floor in the kitchen which is likely to have been laid when the space was altered in 1997.

The floors of the customer WCs are all tiled and there is vinyl floor behind the bar.

All barrier matting in entrance lobbies and in the doorway to the kitchen will be replaced with new.

The herringbone timber floor in particular, needs some localised repairs especially by the bar and kitchen entrances which are high traffic areas. Any replacement will be like-for-like in appearance.



Engineered timber planks in bar area



Herringbone flooring in 'flex' area



Carpet in private dining room



Barrier matting and terracotta tiles in kitchen

4.0 THE BUILDING & USE

4.4 FIRE PLACES

Several fire places are still in use. These will be redecorated / refreshed as part of project work. No other changes to them are proposed.



Bar/Flex Area



Bar Area



Dining Room



4.0 THE BUILDING & USE

The pub sits in planning use class(es) E(b) and Sui Generis.
There will be no change to use.

The overall site area (including car park and garden) is approximately 1344sqm.

This application relates only to the ground floor.
The gross internal floor area of the ground floor measures approximately 383sqm.

There will be no changes to the floor areas.

A schedule of uses and floor areas is indicated below:

EXISTING		
FLOOR	USE	AREA
Basement	Pub Cellar	Outside scope of work
Ground Floor	Public House	383sqm approx.
First Floor	Managers Accommodation	Outside scope of work
Second Floor	Managers Accommodation	Outside scope of work
Garden	Pub Garden	Outside scope of work

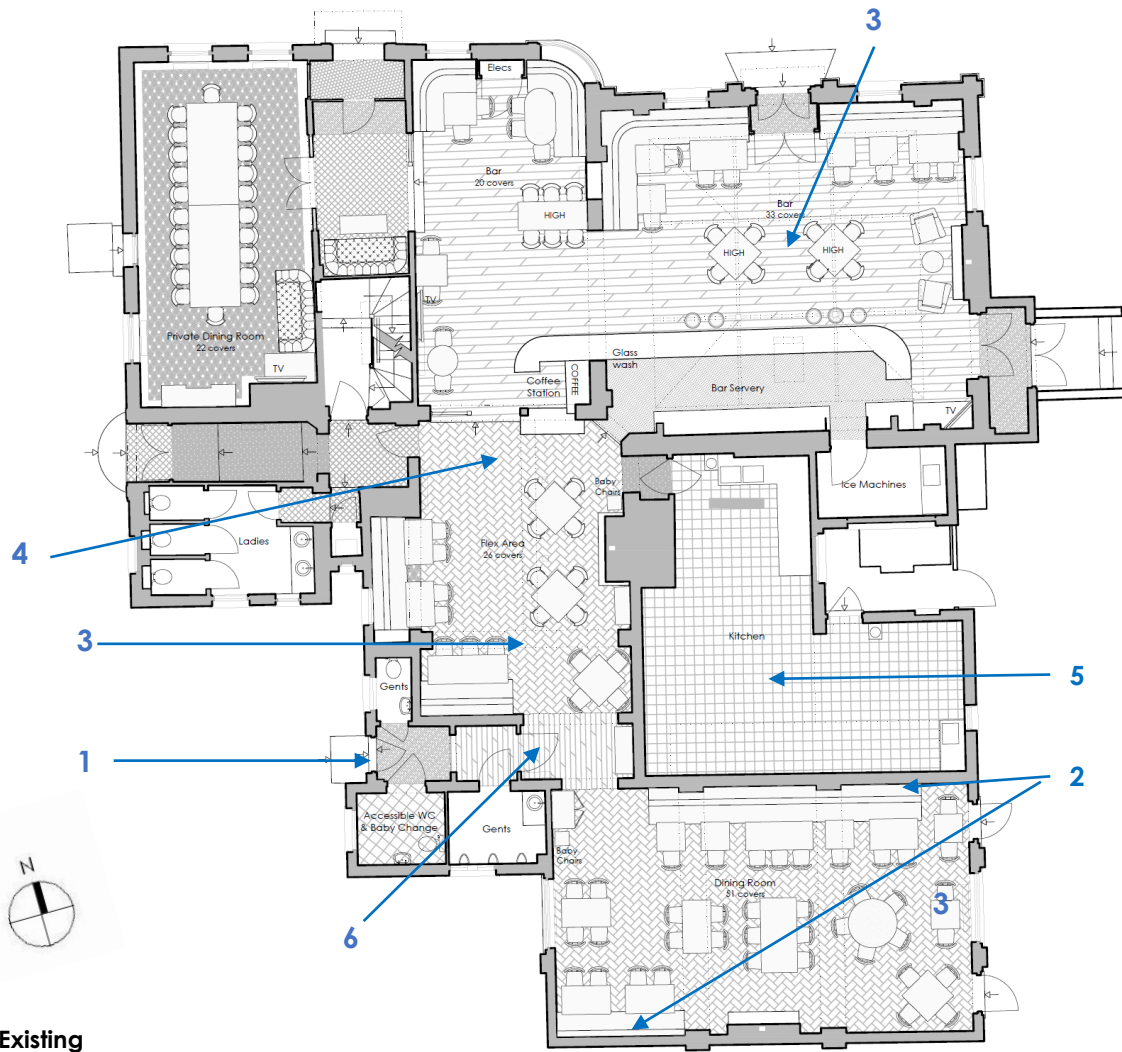
PROPOSED		
FLOOR	USE	AREA
Basement	Pub Cellar	Outside scope of work
Ground Floor	Public House	383sqm approx.
First Floor	Managers Accommodation	Outside scope of work
Second Floor	Managers Accommodation	Outside scope of work
Garden	Pub Garden	Outside scope of work

5.0 PROJECT INTENTIONS

The applicant wishes to modernise and enhance the pub. Most of this will be purely cosmetic (re-painting and changing furniture etc.) but some additional items are planned:

1. Alterations to the doorway utilised as an accessible entrance. Refer to drawing 2204-203 for detail.
2. Introduction of new radiator boxings in the dining room. Refer to drawing 2204-202 for detail.
3. Alterations to the existing bar back fitting to incorporate more lighting and improve the product display. Refer to drawing 2204-201 for further detail.
4. Alterations to some existing lighting points. Refer to drawing 2204-102.
5. Localised repairs to herringbone timber flooring.
6. Introduction of new wall paper finish to flex area. Refer to drawing 2204-101 for location.
7. Replacing the terracotta tiled floor (not original) in the kitchen with a new vinyl finish
8. Introducing some new external signage. A separate application for adverts consent will be made.

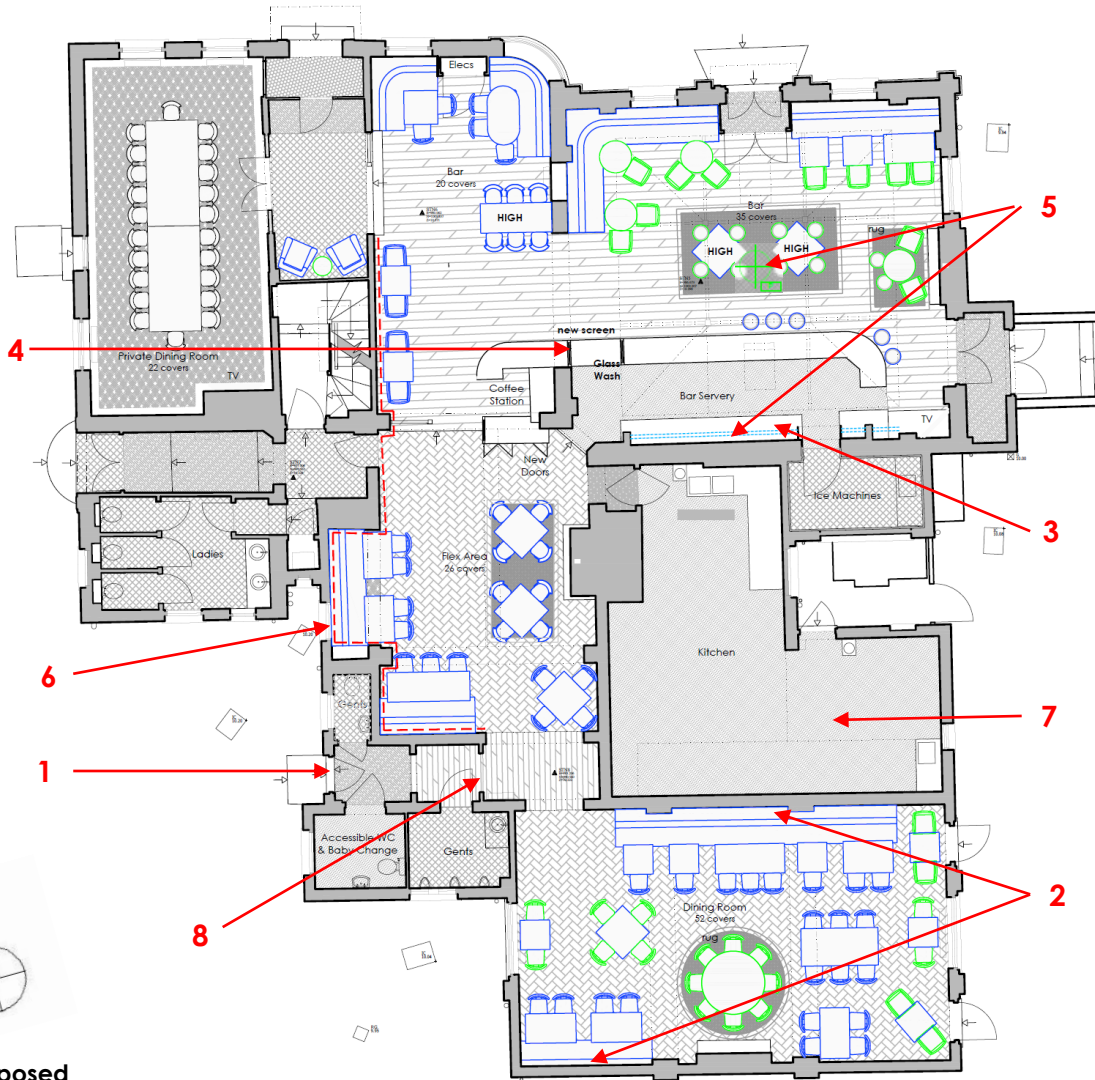
6.0 SCOPE OF WORKS



1. Alterations to accessible entrance – stepover to be lowered.
2. Alterations to radiator boxings behind fixed seats – larger vents required to improve heating to room.
3. Removal of existing light fittings / lighting points
4. Localised repairs to timber floors
5. Removal of terracotta floor tiles in kitchen. New finishes required hygiene and maintenance purposes.
6. Removal of door leaf from existing opening.

Existing
Ground Floor Layout Plan

6.0 SCOPE OF WORKS



1. Alterations to the doorway utilised as an accessible entrance. Height of step-over reduced.
2. Alterations to radiator boxings in the dining room – larger vents required to improve heat output to room.
3. Alterations to bar back-fitting to improve product display.
4. Introduction of new “snob” screens around glasswash area of bar servery.
5. Introduction of new lighting points.
6. Introduction of new wall paper finish to flex area (red dashed line).
7. Replacing the terracotta tiled floor (not original) in the kitchen with a new vinyl finish.
8. Making good door linings where door removed.

Proposed
Ground Floor Layout Plan

6.0 SCOPE OF WORKS

External Facades

- Existing paint colour being retained to walls (pale blue)
- Existing paint colour being retained to windows above ground floor (off-white)
- Pilasters, pediment and other plaster ornamentations below first floor repainted (off-white)
- Window frames and glazing bars to windows at ground floor level repainted (mid-blue)
- Stall riser around building repainted (dark navy)



7.0 PLANNING HISTORY

There are several previous applications relating to this property on Richmond Council's website. The key entries are listed below:

58/0190

Extension and improvements to car park.
Permission granted

58/0738

Provision of additional accommodation
Permission granted

71/0180 & 71/2559

Formation of extension to the existing car park
Refused permission

78/1566

Formation of new vehicular access
Permission granted

80/0635

Use of part of ground floor of public house as a licensed restaurant
Granted permission. Appeal dismissed 13/07/1981

88/2021

Demolition of existing outbuildings and construction of new storage building and parking spaces.
Granted permission

90/1296/LBC & 90/1295/FUL

Demolition of existing function room at rear. Internal alterations and extension to rear to provide toilets, new entrances and kitchen disabled facilities and car parking.
Decision unknown

97/1237 & 97/1238

Internal alterations and replace existing doors with new windows
Granted permission

07/3479/LBC

Removal of two stained glass windows and replacement with clear glass
Refused permission

12/2462/FUL & 12/2463/LBC

Erection of single storey brick built extension to existing kitchen on north east side to form new kitchen. General refurbishment works to interior and exterior, including new structural opening. Removal of existing single storey garage.
Granted permission

12/3941/FUL

New painted metal railings and gate to north east boundary of garden
Granted permission

13/T0244/TCA

Removal of conifer in south west side of existing garden
Permission granted

8.0 PLANNING POLICY

The following paragraphs reference planning policies set out in the Local Plan by Richmond Council.

Reference is also made to the Greater London Plan and the National Planning Policy Framework.

The site is located within the Twickenham Riverside Conservation Area

Twickenham Riverside Conservation Area 8

- Designated in 1969 and extended 4 more times, the last being in 2019.
- Twickenham is of medieval origin centred around the 14th Century parish church of St. Mary.
- Some villas were introduced during the 18th Century along the river and the new railway in the mid 1800s shifted the focus towards the current centre of Twickenham.
- It was originally designated because of the historic and architectural value of the original village core and river frontage.
- The first extension to the CA was in 1982 and was made to include Marble Hill Park and particularly Montpellier Row. Montpellier which runs parallel to Orleans Road, both stretching from Richmond Road to the river banks. The Crown is situated in between these 2 roads and was probably included within the CA at this time.

Listed Status

Grade 2 listed on 25 May 1983.

List entry number 1250208.

"Late C18. White stucco. 2 storeys with attic and slate mansard with 3 dormers. Cornice and blocking course. 5 windows wide. Windows in moulded frames with C18 glazing on top floor. Later alterations".

National Planning Policy Framework

The proposed works are cosmetic in nature. They serve to enhance the business whilst also protecting the building fabric so that its chances of remaining as a viable business and providing an important community hub are maintained. The proposals should therefore be supported. Many of the NPPF policies, as set out below can be interpreted favourably.

PPG 6 – Building a strong competitive economy

Paragraph 81

"significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development".

PPG 7 – Ensuring the Vitality of Town Centres

Paragraph 86.

(e) "Planning policies and decisions should support the role that town centres play at the heart of local communities while taking a positive approach to their growth, management and adaptation".

Paragraph 93.

(c) "guard against the unnecessary loss of valued facilities and services, particularly where this would reduce the community's ability to meet it's day-to-day needs;"

(e) "ensure that established shops, facilities and services are able to develop and modernise and are retained for the benefit of the community".

PPG 16 – Conserving and Enhancing the Historic Environment

Paragraph 189

"Heritage Assets...are an irreplaceable resource and should be conserved in a manner appropriate to their significance so that they can be enjoyed for their contribution to the quality of life of existing and future generations."

8.0 PLANNING POLICY

National Planning Policy Framework (cont'd)

Paragraph 197

“Local Authorities should take account of

(b) The positive contribution that conservation of heritage assets can make to sustainable communities including their economic vitality; and

(c) The desirability of new development making a positive contribution to local character and distinctiveness”.

Paragraph 202

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

SUPPLEMENTARY PLANNING GUIDANCE

Planning Information for Historic Buildings Maintenance & Repair

“The best method of responsibly preserving and conserving historic buildings from the effects of decay or changing requirements is to carry out regular maintenance, rather than allowing buildings to deteriorate”

“It is advisable to retain as many existing features of interest as possible, whether on view or not.”

Village Planning Guidance for Twickenham

This SPD sets out the vision and planning aims for Twickenham village, to which The Crown PH belongs. It was developed with the local community and has been adopted since January 2018.

The SPD relates to Local Plan Policies such as:

LP1 Local Character and Design Quality

This outlines expectations for maintaining and enhancing high quality character and heritage in the borough when opportunity arises.

It notes that the Council will resist the removal and alteration of shopfronts of historic interest

LP3 Designated Heritage Assets

This outlines that the borough will conserve and enhance its Assets including Listed Buildings.

8.0 PLANNING POLICY

SUPPLEMENTARY GUIDANCE

Character Area Assessment – Conservation Area 21 – Twickenham Riverside

Key features of this area are open green space (the gardens and landscaping surrounding Marble Hill House, Orleans House, York House), its riverside setting, playground, rose garden and bowling green.

Threats to the area include over-development, obstruction of views, loss of historic buildings, traditional features and materials; loss of front boundary treatments, lack of coordination and clutter from street furniture, domination of traffic, unsympathetic alterations and advertisements

Opportunities identified include improvements to protect the river and landscape setting; enhanced access to the riverside; coordination of colour and design, rationalising and improved quality of street furniture, retaining and improving the quality of shopfronts and adverts etc.

Core Strategy

Adopted in 2009.

This sets out the new Development Plans for the Borough. It takes account of other plans and strategies.

These strategies include:

- A sustainable Future
- Protecting local character
- Meeting peoples needs

Core Strategy Policies relevant to this application include

CP7 – Maintaining and Improving Local Environment

The Boroughs unique and special character should be conserved to enhance

CP9 – Twickenham Town Centre

Development Management Plan

Adopted in November 2011.

DM TC4 – Local Shops, Services and Public Houses

This is an existing public house, serving a public function and forming part of a thriving local community. Its use is not being changed or altered.

DM TC5 – The Evening Economy

There will be no changes to use, size, scale, parking provision or opening hours of this existing pub. The works will not change the amenity of nearby areas.

DM HD1 – Conservation Areas: Designation, Protection and Enhancement

The character and appearance of the building will be retained. Some minor external redecorations are proposed.

New signage is proposed. This is the subject of a separate application for adverts consent.

DM HD2 – Conservation of Listed Buildings and Scheduled Ancient Monuments.

This building make a positive contribution to the streetscape and the overall conservation area. Elements of the external decoration will be refreshed for its appearance and for the good of the building itself. No structural alterations are proposed. The original use of this building is being retained.

DM HD3 – Buildings of Townscape Merit

It is presumed that this building is deemed to be a BMT. Features include the decorative mouldings around the corner window and broken pediment detail over the main entrance doors. These are only being redecorated.

DM EM2 – Retention of Employment

The proposals do not adversely affect or impact the employment this business provides in the local community. It could be argued that the investment will lead to an increase in business and an opportunity to offer more employment.

DM DC8 – Design Quality

This intention of this investment is to refresh and enhance an existing building and associated business. All works inside and out are cosmetic and will not alter the frontage, scale, height, proportions of form of the existing building.

9.0 ACCESS

Existing points of access are indicated in the adjacent plan.

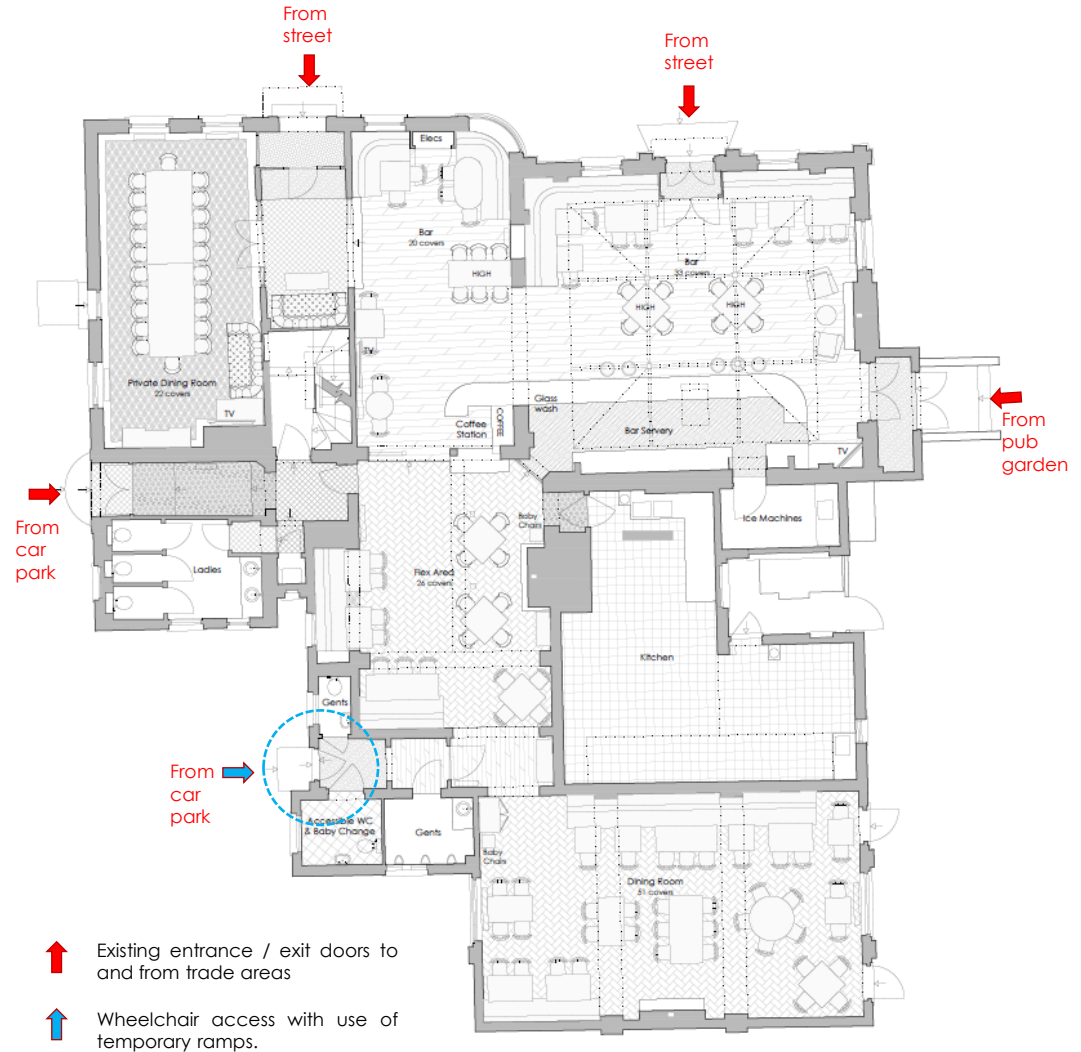
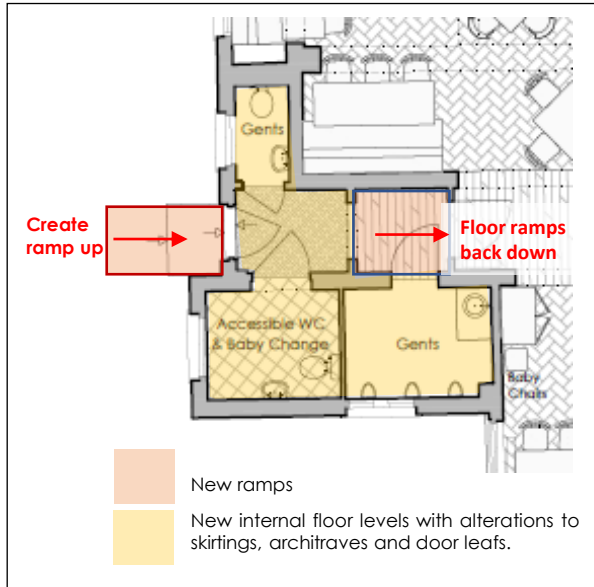
All entrances have steps which does not facilitate wheelchair access into this building.

Temporary ramps are employed at one entrance (outlined in blue) where the difference between internal and external floor levels is at the smallest. These ramps are not attractive and the applicant would like to instead create a more permanent solution for wheelchair access.

Permission is sought to lower the door threshold by a few millimetres (c.70mm) to facilitate easier access to the pub.

It is not viable to raise the floors internally due to the knock-on effect this would have to adjacent spaces and door leaves. See diagram in the box below.

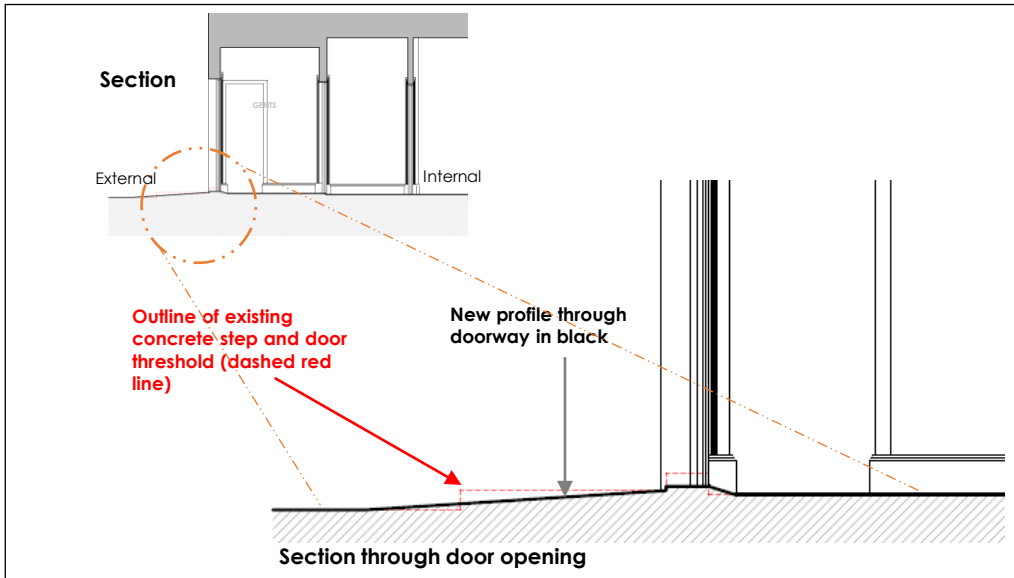
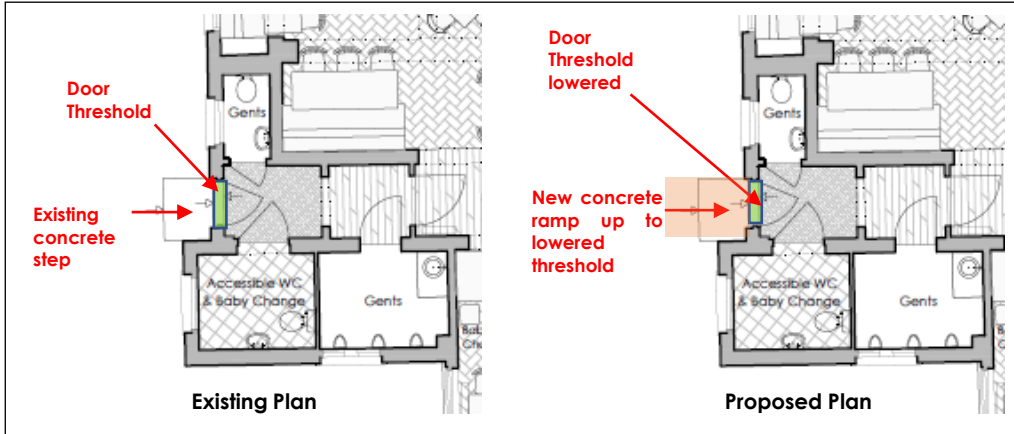
Lowering this threshold will mitigate the effects on the associated spaces.



Existing Plan

9.0 ACCESS

The following diagrams illustrate the benefit of lowering just the door threshold.



It is a modest alteration to a part of the building which is not original. The threshold itself is not of note, formed of concrete and painted.



Threshold as seen from inside



Doorway as seen from car park

10.0 CONCLUSION

The various proposed alterations to The Crown are modest interventions to enhance the business and maintain its appeal to customers whilst also safeguarding and maintaining the building.

The trade areas are tired and need an uplift as well as a few necessary repairs. The approach to the internal works is light and pragmatic and the listed building fabric will be treated sensitively. Previously approved works have been far more invasive and transformative.

The pub is a popular site for all generations. The proposals do not alter the size, scaling, massing or design of what is already there. Rather they serve to enhance the amenity and the business.

Various localised repairs to the building will result in an overall perception of a well-tended property. The pub already contributes to the council's desire for regeneration, continued employment and social infrastructure in the local community.

The proposals will not cause any harm to the property or the local streetscape and as such are considered to be consistent with heritage legislation and national, regional and local planning policy.