

Heritage Statement

Waldegrave Arms, Waldegrave Road, TW11 8LX



Image 1 - Waldegrave Arms front elevation



Introduction

The following heritage statement is prepared to support the Display of Advertisements Planning Permission to replace a sign and add a new one two a pub.

The context

Waldegrave Road is mixed residential and commercial road in Richmond Council. The character of the housing and shops is various making the street scene appearance different along the road.

The proposal site is not part of a conservation area or is nearby.



Image 2 - Waldegrave Road from Google Street View

Property

Waldegrave Arms is a pub situated on the corner of Waldegrave Arms and Shacklegate Lane so it consists of two elevations.

Only the ground floor of the building is occupied by the pub. The upper floors are flats and redeveloped as part of a recent planning application.

Proposed Works

The proposed works will involve only the property belonging Waldegrave Arms.



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They will be the replacement of the existing signs (on front and side elevations) with a metal flat cut sign illuminated externally with led lights and the installation of a new internally illuminated projecting sign (above 3.6m height)

The existing sign has been modified various times in the last years (as shown in photos below) so can't be considered of historic interest

Similar signs to the proposed ones are already present in nearby shops.

The signs and lights will be positioned in a way that there will not be overshadowing, visibility, noise and lighting issues.



Image 3 - Waldegrave Arms front elevation 2008 from Google Street View



Image 4 - Waldegrave Arms 2012 from Google Street View

Access

The existing accesses to Waldegrave Arms will not be changed

Conclusion

As illustrated with this statement the impact of the proposed design on the street scene would be minimal, so the character and heritage of the area will not be affected by this development.

Yours truly
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