



10 April, 2024

**DESIGN AND ACCESS/HERITAGE STATEMENT TO ACCOMPANY APPLICATIONS TO
London Borough of Richmond upon Thames**

This Design & Access Statement has been prepared in accordance with the requirements of Regulation 4C of the Town and Country Planning (General Development Procedure) Order 1995 and Regulation 3A of the Planning (Listed Buildings and Conservation Areas) Regulations

1990, together with the guidance set out in Circular 01/2006: Guidance on Changes to the Development Control System. As set out at paragraph 62 of Circular 01/2006, Design and Access Statements should be concise and their length, and content, "should be directly proportional to the scale and complexity of the proposals".

This Statement has been prepared in support of applications that seeks Advertisement Consent for works primarily to replace existing signage on an existing public house.

The proposals are fully illustrated on the application drawings and are described in this Design and Access Statement, which is proportionate to the signage scheme under consideration.

Supporting information categories:

1. The existing premises and the proposals.
2. The Heritage Asset and its location - the architectural merit of the existing building, affect by the proposals and its location, including special features.
3. Appearance and the affect by the proposals.
4. Environmental sustainability affected by the proposals.
5. Layout considerations.
6. Scale of the proposals in context with its surroundings.
7. Access arrangements
8. Photographs

1.The existing premises and the proposals.

The Black Dog formerly Roxie, is a public house located on 11 London Road, Twickenham, TEW1 3SX

- A) To install 1 no. aluminium fascia sign fixed to existing timber cladded fascia complete with vinyl applied lettering with shadow line. Remove the existing 3no. individual hot cathode chunk trough lights and install 1 no. continuous slimline LED trough light to avoid patchy illumination. (Please refer to the Portland Lighting trough light specification accompanying this planning application)
- B) The existing graffiti at low level will be removed via painting of the exterior. We propose a feature signwritten display montage to enhance the premises individual appeal. This will be painted using two coats of Dulux Weathershield exterior paint for longevity.

- C) Of the numerous names the premises have been called over recent years we propose to re-install 1 no. internally illuminated projection sign in the same position as was once displayed when the premises was previously known as Blue Smokehouse. We believe this will assist to indicate the premises are a public house as seen on the majority of public houses including William Webb Ellis & The Cabbage Patch both public houses in the very close proximity.
- D) As the premises are to be returned to a Public House and shall be open for business in the hours of darkness, the need to re-install flood lights are a necessity. The photographs shown below show where the original cumbersome 80w MBFU flood lights were located. We propose to install far smaller 30W LED energy efficient flood lights to wash down the building. (Please refer to the attached flood light specification sheet accompanying this application)

The proposals are fully illustrated on the drawings, which accompany this application and are described in this Statement.

2. The Heritage Asset and its location

The proposals have minimum impact on the affects to the original fabric of the existing building. The proposals are part of a planned refurbishment of the premises .

3. Appearance and the affect by the proposals.

The use of traditional design and methods will give the building balance. As noted above, the scale of the proposals are sympathetic to the existing character of the building and the immediate area. Particularly the traditional typefaces and hand painted montage.

4. Environmental sustainability affected by the proposals.

The proposals work with the existing building and do not affect spaces outside of the existing demise. Where appropriate, the specification of materials used for the proposals are for commonly used products which in the most part can be recycled and do not propose the use of unsustainable products (ie. the use of products with a high inherent energy use to manufacture). All of the signage and lighting materials have been specified with regard to providing longevity and energy efficiency ie. In conjunction with climate resilience.

5. Layout considerations.

The layout of the proposals does not affect the existing layout of the premises.

6. Scale of the proposals in context with its surroundings.

As noted above, the scale of the proposals, particularly the proposed colour pallet, typeface shown and warm white lighting are sympathetic to the existing character of the building and name.

7. Access arrangements

The existing access and egress arrangements by the public apply, and are unaffected.

#Fig 1 Existing Photograph



#Fig 2 Previous Photographs indicating projection sign and upward shining flood lights.

