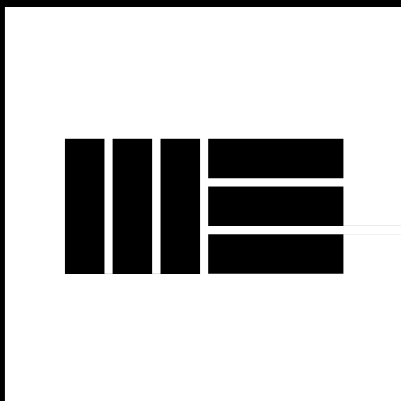


42 HIGH STREET TEDDINGTON, TW11 8EW

HERITAGE STATEMENT

JUNE 2024



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EXECUTIVE SUMMARY

Montagu Evans LLP has been instructed by Unico Developments Ltd (henceforth 'the Applicant') to provide heritage consultancy services and prepare this Heritage Statement in relation to the redevelopment of their site at 42 High Street, Teddington (the 'Site'), in the London Borough of Richmond upon Thames.

The Site presently comprises a former bank of the mid-1960s in the High Street Teddington Conservation Area, to which it makes a negative contribution. The site adjoins a shopping parade of c.1903 which (like much of the south side of the High Street) was rebuilt when the arrival of trams required extensive road widening.

There are no listed buildings in the vicinity of the Site which would be affected by the proposals. The adjoining buildings to the west are locally listed. The present building is a detracting element in their setting, and there is potential to improve the contribution made by the Site with a design which closes the eastern end of the terrace more successfully.

The High Street Teddington Conservation Area has been studied and its character assessed. From its origins as a riverside Middlesex village to its present built-up appearance, it has witnessed considerable change. It presents a range of buildings of different dates. The single most formative event on its character was the arrival of the tram in 1903 and the rebuilding of most of the south side of the High Street. Large, detached houses in their grounds gave place to shopping parades of consistent Edwardian character. The Site adjoins one of these, and the unfinished character of this location is immediately sensed.

Background to this Application

The Site has a complex planning history and was recently the subject of a planning appeal which considered two different sets of proposals for the Site.¹

The Appeal was dismissed on the basis that both sets of proposals failed to comply with Policies LP1 (Local Character and Design Quality), LP2 (Building Heights) and LP4 (Non-Designated Heritage Assets) of the Local Plan. We note that the Inspector did not identify any harm to the character and appearance of the Conservation Area (the designated heritage asset).

With this in mind, the design team, led by Chandler Browne Architects, have looked afresh at the Site and its context, and have developed a set of proposals which seek to improve the contribution made by the Site to the street scene and the setting of the Building of Townscape Merit through the introduction of a mixed-use replacement building which will enliven the street scene with active ground floor uses and a building of high design quality. The design (including height, scale, bulk, mass and detailed appearance) has evolved in discussion with the officers of the Council (planning and conservation and design) and as now presented reflect, we believe, their advice to the Applicant.

Accordingly, this document provides a description of the historic development of the locale, and the existing Site character, before undertaking an assessment of the effect of the proposals upon heritage assets (designated and non-designated) in the vicinity. The proposals are then analysed and reviewed against the relevant policy provisions and statutory framework.

The assessment concludes that the proposals remove a building that detracts from the character and appearance of the Conservation Area and replaces it with one that enhances that character and appearance, improving the urban design of the design by providing better enclosure and a more appropriate form of expression. There is, we find additionally, an enhancement likewise to the adjoining Building of Townscape Merit (BTM). The use proposed, residential with a commercial ground floor, supports the activity and vitality of the local centre, and its mixed residential and commercial character. Thus, the use and function of the proposals are considered beneficial.

Summary

¹¹ PINS Refs: APP/L5810/W/20/3264437 and APP/L5810/W/21/3272172, for 'Demolition of existing building to facilitate the erection of part 4 storey part 3 storey building comprising A3 restaurant use at basement and ground floor and eight residential units (6x1 bed and 2x2 bed) on upper floors with associated hard and soft landscaping, parking, cycle and refuse storeys' (19/0511/FUL, refused 4th June 2020) and 'Redevelopment of site to provide a mixed-use development comprising class E at ground floor and basement and eight residential units above' (21/0270/FUL, refused at appeal).

The proposals have been developed mindful of feedback on the previous proposals for the Site, and have evolved through a detailed understanding of the Site, its surrounding context and the aspirations of the development plan. Design development has benefited from discussions with the Council during the pre-application process.

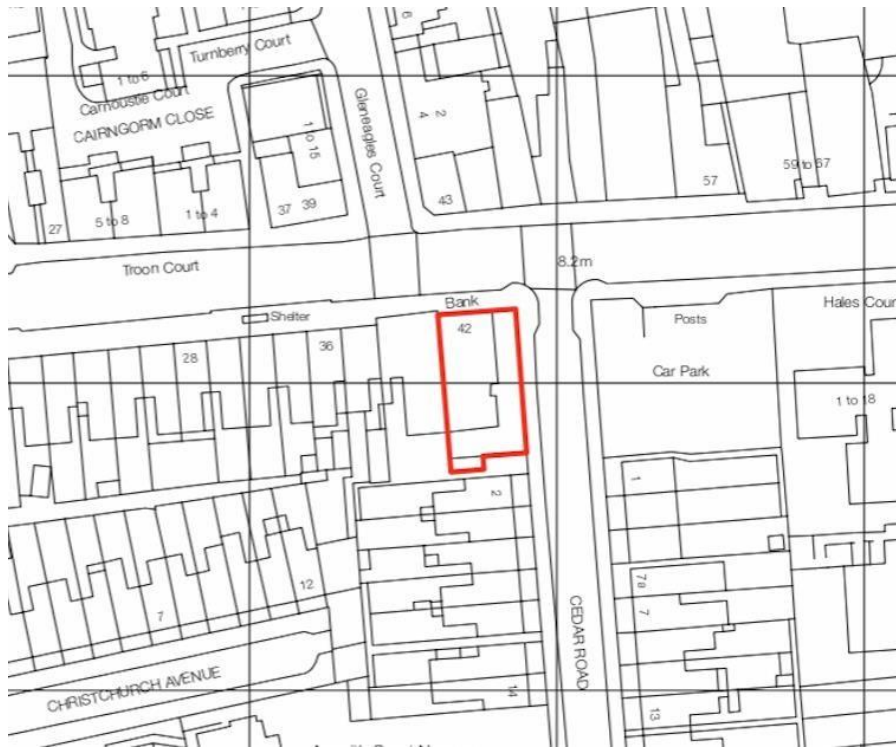


Fig. 1 Location Plan (not to scale)



Fig. 1.2: the Site, from the north-east (Google Streetview, 2018)

1.0 INTRODUCTION

11 Montagu Evans LLP has been instructed by Unico Developments Ltd ('the Applicant') to prepare this Heritage Statement assessing the effect of proposals for the redevelopment of 42, Teddington High Street, upon designated and non-designated heritage assets.

12 The Site lies within the London Borough of Richmond upon Thames ('LBRuT' or 'the Council'). Its location is indicated at Figures 1.1 and 1.3.

13 The proposals comprise the demolition of the existing building at the Site, and its replacement with a mixed-use development.

Description of the Site

14 The existing building was a branch of the HSBC (formerly the Midland) Bank dating from the mid-1960s. This is of two storeys, with a flat on its upper floor. It is not locally listed and is a detracting element in the Conservation Area.

Background to this Application

15 The Site has a complex planning history. In 2020, planning permission was refused for '*Demolition of existing building to facilitate the erection of part 4 storey part 3 storey building comprising A3 restaurant use at basement and ground floor and eight residential units (6x1 bed and 2x2 bed) on upper floors with associated hard and soft landscaping, parking, cycle and refuse storeys*' (19/0511/FUL, refused 4th June 2020 ²).

16 A further application was submitted in 2021 for '*Redevelopment of site to provide a mixed-use development comprising class E at ground floor and basement and eight residential units above*' (21/0270/FUL), seeking to address the reasons for the refusal of the 2020 proposals. Both applications, being refused, were determined at an appeal, held by oral hearing.².

17 The co-joined Appeals were dismissed on the basis that both sets of proposals failed to comply with Policies LP1 (Local Character and Design Quality), LP2 (Building Heights) and LP4 (Non-Designated Heritage Assets) of the Local Plan. However, that decision provided a clear template for what would be acceptable in design terms. The Applicant team carefully analysed that decision and presented a scheme answering those points, presenting their interpretation to the local authority in pre apps, and revising the scheme in discussion.

18 A more detailed analysis of and response to the Inspector's Report is set out at Section 5.0 and the report itself is included at Appendix 1.0, but in summary, we draw the following from the Inspector's Report:

- The principle of redeveloping the Site is acceptable, subject to the proposals;
- There are 'no objections' to the demolition of the existing building at the Site (paragraph 31);
- The existing building does not make a positive contribution to the character or appearance of the Conservation Area;
- The existing building 'does not complement' N°. 40 Teddington High Street (Building of Townscape Merit) (paragraph 34); and
- The Appeal proposals resulted in no harm to designated heritage assets.

² PINS Refs: APP/L5810/W/20/3264437 and APP/L5810/W/21/3272172



Figure 1.3 – Site Plan (Google Earth). The Site is indicated within the circle.

Purpose of the Report

19 Paragraph 200 of the NPPF (2023) states that

In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the assets' importance and no more than is sufficient to understand the potential impact of the proposal on their significance.

1.10 Significance is defined in the NPPF (Annex 2) as:

the value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.

1.11 This report looks at the Site in its local context and considers the historical development of this part of Teddington. It assesses the character of the area and identifies its heritage significance in order that the proposals may be fully considered against the appropriate framework.

1.12 The Site lies within a Conservation Area. There are some listed buildings in the vicinity on the High Street as well as a considerable number of local listed buildings. Their significance is considered below.

1.13 This assessment will then consider the Proposed Development within its urban context, set against relative policy considerations.

1.14 This report should be read in conjunction with the Design and Access Statement, prepared by Chandler Browne Architects.

2.0 HISTORIC DEVELOPMENT

21 This section provides a description of the historic development of the Site and that of the surrounding area.

22 The section has been informed by secondary sources, including most prominently the Victoria County History of Middlesex, vol 3 (published in 1962, hereafter referred to as VCH).³ It has also benefited from a previous heritage statement on the Site, prepared by Turley Heritage in 2018.

Teddington: Early History to 1800

23 The outline history of the Site is helpfully summarised in the Conservation Area Appraisal. This reads as follows:

Development in this area began in the medieval period as Teddington village expanded from the riverside westwards. A number of 18th century houses still survive along this street dating from a time when it had become fashionable for the wealthy to build villas in this area so near to both the river and the Royal Parks. With the coming of the railway in 1863 development of the high street intensified, replacing or incorporating the existing 18th century buildings with the new Victorian or Edwardian building. The redevelopment of the High Street also occurred in the surrounding residential streets with a large country estate called The Manor demolished and the estate developed for larger Edwardian buildings (now Manor Road and Cambridge Road) during the early 20th century... During the early 20th Century grand Edwardian shopping parades were built on the south side following the widening of the street in 1903 for a tramway. There has been some larger scale infill and redevelopment to the South and West in the later 20th Century.

24 According to the VCH, the earliest reference to the village's existence dates from around 1100. It became a parish of its own in the 13th century, having formerly been part of Staines. The nucleus of the village is believed to have been around the church of St Mary, close to the River Thames. Teddington's riverside setting has been a constant determinant of its character.

25



Figure 2.1 – St Mary's Church, Teddington: engraving of 1809.

26 Teddington's growth was slow. 'By the 18th century houses had spread, in parts fairly thinly, along the High Street to the village pond at the corner of Park Road...By 1800 a certain amount of land round the village and a good deal near the manor-house had been enclosed' [VCH]. The medieval landscape of open fields in which the village was set survived until 1800. Daniel Lysons's *Environs of London* in 1795 estimated there to be 580 inhabitants, living in 118 houses.⁴

³ This is the source of what is set out in the historical section, unless otherwise noted. It is available at <https://www.british-history.ac.uk/vch/middx/vol3/pp66-69>

⁴ Op. cit. vol 3 (1795), p.510.

- 27 'Between the 17th and 19th centuries Teddington attained a certain popularity among the gentry, which it owed no doubt as much to the proximity of high fashion at Twickenham and Richmond as to its own attractions' [VCH]. Teddington benefited from the increasingly fashionable status of the banks of the Thames as places of genteel retreat. Few of the large houses built at this time survive: only Elmfield House at the west end of the High Street (later converted to council offices), on the corner with Waldegrave Road, is now left to represent Teddington's genteel past.
- 28 The renowned actress Peg Woffington (1714-60) was one of the most celebrated residents of Teddington; the sometime lover of David Garrick, she maintained a house here and was brought back for burial in St Mary's parish church in March 1760.⁵ She left money for almshouses to be built in Teddington's High Street which still stand.
- 29 Transport route improved throughout the 18th century. In 1767 an Act was passed, enabling the existing road from Isleworth to Teddington to be turnpiked, to form part of the overall improved route between Kensington and Staines. The bridge linking Twickenham and Richmond was opened in 1777, further improving access to the area.
- 210 Lying 12 miles from London and close to Hampton Court, Bushey Park and Kingston, Surrey's administrative capital, Teddington was removed from the metropolis but hardly remote. Its proximity to fashionable Twickenham and above all its Thames-side setting brought it visitors on excursions.



Fig. 2.2 Map from John Evans' *Environs of Richmond* (1825), showing the location of Teddington just to the left of Bushy Park in the lower right-hand corner of the map.

19th and 20th Century Teddington

- 211 John Evans' *An Excursion to Windsor in 1810* (1817) described it as a 'small but remote rural village'.⁶
- 212 Teddington's early 19th century growth was steady: the number of houses in the parish doubled between 1801 and 1861 [VCH]. The construction of a weir in 1812 (rebuilt in 1857-8), replacing a lost medieval structure, made Teddington the

⁵ Twickenham Museum, 'Timeline', available at www.twickenham-museum.org.uk/detail.php?aid=16&ctid+1&cid=14

⁶ Op. cit., p.220.

highest point on the Thames where the tidal flow reached. Boat-building remained an important local activity, and growing numbers of pleasure-seekers visited too.

- 213 The single most important development underpinning Teddington's growth was the coming of the railway. The station was opened in 1863: it was built by the London and South Western Railway on a branch line linking Twickenham and Kingston; the opening by the Thames Valley Railway of Fulwell station in 1864 further encouraged rapid development in the area, which began to acquire its suburban character.



Figure 2.3 – 25 inch Ordnance Survey Map (Published 1863). The Site was occupied by an orchard at this time.

- 214 Teddington's mid-Victorian growth was rapid. The number of houses in the parish doubled between 1861 and 1871. The 1861 Census recorded 1,183 persons resident in the parish: by 1881 this figure had increased to 6,599, a five-fold increase in 20 years. 'About a thousand new houses were built in each decade from 1891 to 1911' [VCH].
- 215 By 1901 the population had reached 14,037, higher than recent years (10,330 in 2011). A Carnegie-funded library was opened in Waldegrave Road in 1906, indicative of the increasingly urban character of the area. The building of the hugely ambitious (and never completed) church of St Alban's, Teddington by W. Niven in 1889-96 showed the dramatic nature of the transformation of this former Middlesex village.
- 216 Teddington was connected with Ham on the north bank of the Thames by a ferry: in 1888 a pedestrian suspension bridge in steel was constructed, improving links with the Surrey shore. Teddington Lock also became a major centre for visitors.
- 217 Teddington, along with Twickenham and Hampton, became separate Urban District Councils in 1895. Electricity was introduced in 1902, a further sign of urbanisation.



Fig. 2.4 25 inch Ordnance Survey map (surveyed 1893/4, published 1898). The Site is still undeveloped and Cedar Road has yet to be laid out.

218 A further major modern development occurred in 1902-3: the arrival of trams. The Middlesex County Council gave permission for the scheme promoted by London United Tramway Co in 1899; the route to Hampton Court was completed in 1903 with the first tram arriving in Teddington on 2 April 1903.⁷ The building of a large depot at Fulwell nearby demonstrated the scale and importance of this new form of suburban transport, which further improved Teddington's connectivity with the metropolis.



Figure 2.5 – Postcard dated 1905 showing a tram in newly widened Broad Street, Teddington: like the south side of the High Street, this had been comprehensively rebuilt to permit the trams to operate.

⁷ Twickenham Museum website.

219 The arrival of trams was extremely disruptive, requiring the widening of many streets, including Broad Street and the High Street: their gauge of 4 ft 8.5 ins and the installation of twin tramlines led to considerable alteration to the centre of Teddington.⁸ These tramlines are shown on the Ordnance Survey map of 1913/15. The High Street was more densely developed on the north side than the south, and it was the latter which was to be fundamentally altered as a result.



Fig. 2.6 25 inch Ordnance Survey map (surveyed 1913, published 1915), showing the widened High Street and the development of Cedar Road. Part of the Site is now developed.

- 220 Substantial Edwardian shopping parades replaced the much less built-up southern side of the High Street along its entire length. From No 6 to 40, and at Nos 68-86, regular rows of three storey buildings with shops on the ground floor arose, consistent in design and materials. The only group of pre-Victorian terraced houses to escape this renewal on the south side of the road was at No 100-04, a row of three Georgian houses with mansard roofs which are locally listed but not nationally listed.
- 221 The suburbanisation of Teddington continued between the wars, with cinemas, public swimming baths, hospitals, sports grounds all being built in these years. It joined the Municipal Borough of Twickenham in 1934.
- 222 One of the most striking buildings in the vicinity of the Site is a branch of Lloyd's Bank of 1929 at No 23 High Street, a Portland stone-fronted building of distinction, discussed in more detail below.
- 223 Nikolaus Pevsner's early volume in the *Buildings of England* series on Middlesex (1951) did not give an enthusiastic account of the place: 'The architectural pleasures of Teddington are considerably fewer than those of the villages preceding and following it along the Thames. What remains in one's mind of a suburb now as much built over as Twickenham farther N is the... contrast between the two churches of St Mary and St Alban.'⁹ Pevsner noted the presence of some cottages of 1759 at the eastern end of the High Street and 'a few more scattered further W', a reference to the

⁸ Conservation Area Appraisal.

⁹ Op. Cit., p.153-4.

north side of the street. A telephone exchange was built in c.1960, set back from the street and a distinct interruption to the domestic-scaled face of the High Street.

224 Pevsner's unappreciative verdict was repeated in the amplified account in the *Buildings of England* volume on South London, published in 1983.¹⁰ 'A perambulation of Teddington is not very rewarding'.¹¹

225 Others have thought differently. The first listings (including Elmfield House) date from 1952. The Teddington Society was founded in 1973, the first ever European Architectural Heritage Year, and a time in which greater concern for local heritage and amenity issues was becoming apparent across the UK. There is now considerable appreciation of the village's history and character.

226 Ten years later, in 1983, the High Street Teddington Conservation Area was designated.

No 42 High Street: History of the Site

227 The site of No 42 was first developed –in part- around 120 years ago, as a direct result of the coming of the tram. It lies in an area which was comprehensively redeveloped in the Edwardian years.

228 The 25 inch Ordnance Survey map, surveyed in 1893/4 and published in 1898, shows the site as undeveloped and forming part of the grounds of a large house named The Cedars.



Figure 2.7 – The Cedars: late 19th century photograph showing the south-facing garden front (from Turley Heritage report).

229 The Cedars 'was built in 1800 and demolished at the end of the century' according to one source:¹² it actually remained standing until around 1930. It was one of a number of sizeable houses in Teddington which endowed the village with some social cachet as a place of retirement; several of these stood on the south side of the High Street, and this one was amongst the last to be replaced.

¹⁰ Bridget Cherry and Nikolaus Pevsner, *London 2: South* (1983), p.534-5.

¹¹ *Idem.*, p.536.

¹² Twickenham Museum 'Timeline'.

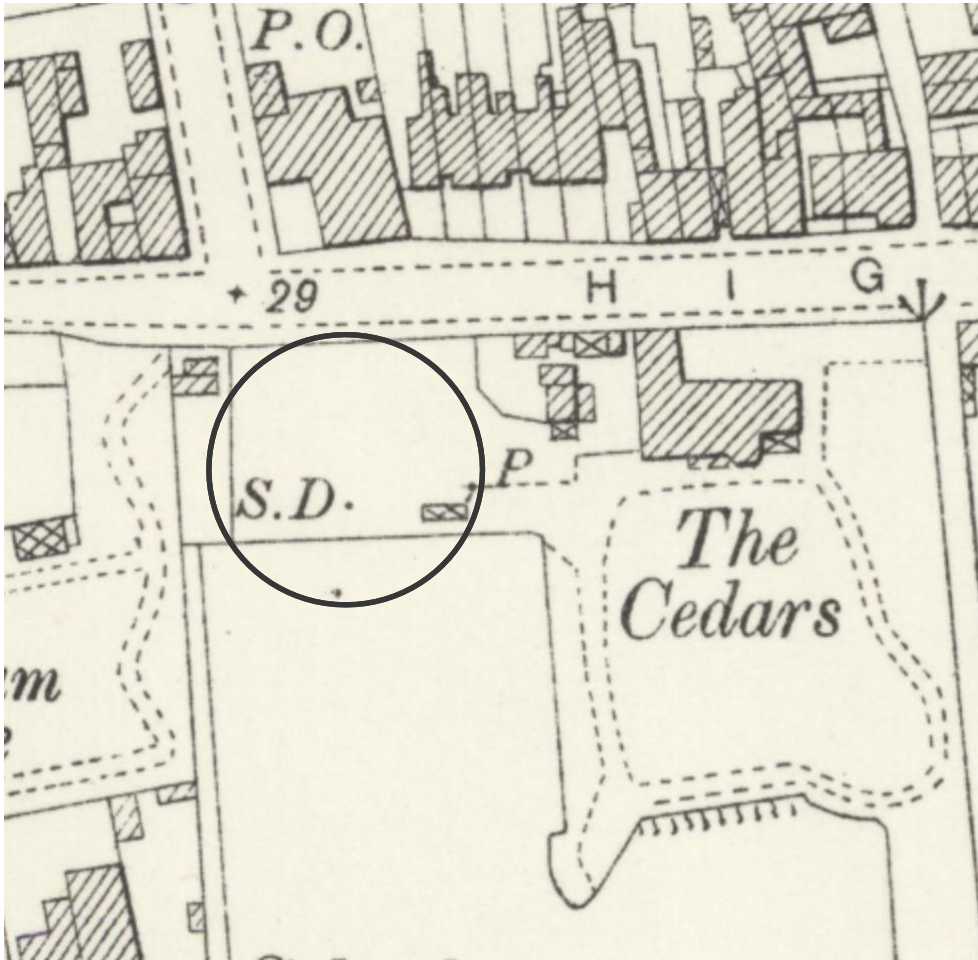


Figure 2.8– detail from the 25 inch Ordnance Survey map of 1898, showing the future Site.

- 230 The next edition of the map, surveyed in 1913 and published in 1915, shows that the grounds of The Cedars had been considerably reduced and were being sold off for housing. The widening of the High Street had demanded the purchase of a strip along the Cedars' northern grounds and brought the house closer to the street. A new road, Cedar Road, had been laid out just to the west of the house and slightly to the east of Vicarage Road which ran off the High Street to the north and would become lined with terraced houses, gable-fronted towards the High Street, and flat-fronted further south.
- 231 The 1913-15 map shows the Site, on the western side of the junction between the High Street and Cedar Road, as occupied by two narrow plots. That on the west, adjoining the present day No 40, is shown as built; the slightly wider plot to the corner with Cedar Road, is empty. The narrow plot of No 42 is reported in the 1912 Post Office Directory as being occupied by Mrs M.M. Watt, confectioner. She is not listed in the 1908 Directory, suggesting a date of c.1910 for the building formerly on the Site and replaced with the existing bank. Aerial photographs show the structure at No 42 to have been a very small single-storey structure.

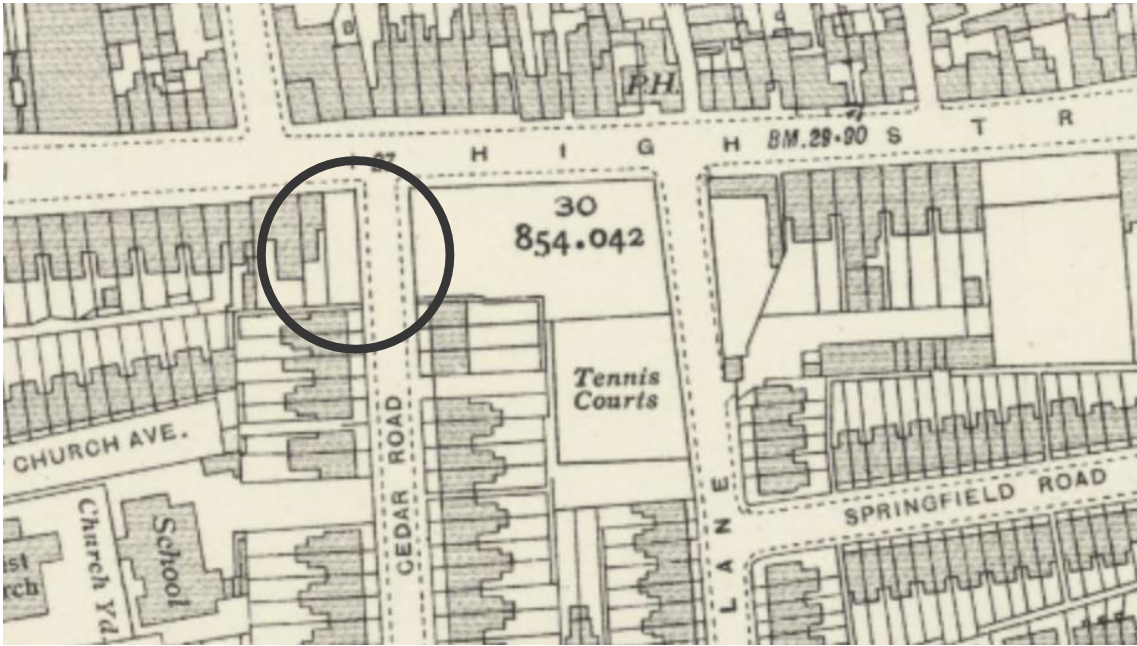


Figure 2.9 – 25 inch OS map (revised 1934, published 1936) showing the demolition of The Cedars as having taken place. The Site is still partially undeveloped.

232 The 25 inch Ordnance Survey revision of 1934 (published in 1936) shows the Site in a similarly semi-developed state; by now, The Cedars had been demolished and its site is shown empty. The 6 inch map revised in 1938 and published in 1947 shows the same. The plot remained empty for a considerable period after its demolition and part of the area remains used for car parking. The care home on the east part of its site dates from the 1980s. The modern Span-style estate called The Cedars, built in 1958 to Eric Lyons' designs on Adelaide Road, is on a different site.

The Existing Building at No 42 High Street

233 The present building at No 42 is a mid-1960s bank. At no point has any heritage value been ascribed to it.



Fig. 2.10 The existing building at No 42 High Street during use as a bank (Google Streetview)

234 The two plots which now form the Site were united in the 1960s, when a new bank building was constructed on most of the width of the plot. The HSBC Bank, formerly (until 1999) the Midland Bank, was given consent for the building of bank premises, with offices and a flat above. This was granted in August 1964 by the Middlesex County Council.¹³

235 The identity of the architect is not given in the application: most of the national clearing banks relied on in-house teams of architects for their designs. However, in January 1967 the newly formed London Borough of Richmond upon Thames granted consent for an illuminated sign at the newly built bank to Geoffrey Shire ARIBA & Partners, chartered architects of 69 Walton Street, Chelsea. Shire is recorded as the joint architect of 26-8 Glasshouse Yard, Clerkenwell in 1955,¹⁴ but otherwise does not show up much in the record. This was not a well-known practice, and the building is typical for its date and type. The historian of bank architecture, John Booker, records that the Midland promoted many modern bank designs, and this one reflects its house style.

236 That approach, in the manner of the day, was anti-contextual, following neither the building line nor the form or scale of the surrounding streetscene. It was of course designed before the Civic Amenities Act introduced conservation-area designations and before the designation of this conservation area. Such a design would today not gain consent because it does not sufficiently enclose the street or mark the corner, or reflect, even remotely the contextual influences in the area.



Figure 2.11– Side elevation of No 42 High Street (Google Streetview, 2015).

237 The branch closed in 2015-6, and the building is vacant. The principle of redevelopment is accepted.

238 Like many high streets, Teddington High Street formerly had a number of bank buildings, and here we find a cluster at its western end. These cover most aspects of the development of bank architecture of the 20th century, terminating with the imposing Neo-Georgian of the former NatWest at No 6 on the corner with Station Road, dated to 1909.

The Neighbouring Buildings: No 40 High Street and its Neighbours

239 This double-fronted commercial building of two storeys with a tall mansard storey above would appear to date from c.1903 when the street was widened for the arrival of tram lines: the 1908 Post Office Directory lists No 40 as being the Teddington Carriage Works, run by Frederick William Tomalin. The broad openings at ground floor level relate to its origins as a carriage works; between the wars it was converted into a (very small) car showroom.¹⁵ In recent years it has been the Teddington Arms pub. Its designer is unknown.

¹³ Richmond Planning website, <https://images.richmond.gov.uk/iam/IAMCache/2371704/2371704/2371704.pdf>

¹⁴ Survey of London: <https://www.british-history.ac.uk/survey-london/vol46/pp265-279>

¹⁵ Information from Turley Heritage, *Heritage Statement: No 42 High Street, Teddington, London Borough of Richmond upon Thames* (October 2018).



Figure 2.12 – No 40 High Street, c.1903: this was originally the Teddington Carriage Works (Google Streetview, 2018). This photograph demonstrates how the existing Bank building departs and detracts from the scale and character of this part of the conservation area, including the setting of the BTM adjoining it. The absence of active frontage is also harmful.

- 240 The design of No 40 differs slightly from the rest of the contemporaneous terrace to its west, but shares the same architectural language. The distinctive ground floor has two arched openings of unusual width executed in careful rubbed brick, with Bath stone skewbacks supporting them; the right-hand door is similarly treated though much narrower. Ground floor is faced in redbrick while the first floor is of stock brock with some decorating banding in red. The first floor has a pair of canted bays with original plate glass windows. Above is a dentil cornice in red brick. The second floor comprises a mansard roof with a pair of gabled windows (with replacement glazing). The interior appears much altered on the ground floor.
- 241 To the west of No 40 is another slightly different house from the rest of the parade. No 38 (now united with No 40 as part of the Teddington Arms) is of three storeys with a central canted bay to the first floor. Otherwise it differs from the parade in having a rendered front (now painted) and a pair of tall windows at second floor level, in contrast to the triple windows elsewhere. The ground floor has been altered and has lost its shopfront.



Figure 2.13 Part of the parade of Nos 10-36 High Street, built in c.1903 (Google Streetview, 2018).

- 242 Nos 10-36, further west, form a consistent terrace of three-storey houses with a parade of shops to the ground floor. These vary slightly in elevational treatment, some having shallow canted bays and others three windows instead. They are united by their material, fenestration, cornice and the run of pedimented piers between the shopfronts. These also date from c.1903 and were built when the High Street was widened for the coming of the trams.
- 243 The terrace runs to the corner with Station Road and terminates in the substantial Neo-Georgian quadrant-plan building which formerly housed the NatWest Bank. This building is dated by the Teddington Society to 1909,¹⁶ and is a handsome and dignified closure to the block. The contrast with the current eastern end of the terrace on Cedar Road, forming the Site, is not to the latter's advantage.

¹⁶ See http://www.teddsoc-wiki.org.uk/wiki/index.php?title=High_Street_6



Figure 2.14– Former NatWest Bank, 6 High Street, built in c.1909 (Google Streetview, 2018).

244 The somewhat ramshackle manner on which the terrace closes on its eastern end on Cedar Road is in marked contrast with the western end.

Overall Character of the Conservation Area

245 Teddington has undergone considerable change since its Georgian period as a riverside place of retirement and agriculture. As in so many places in former Middlesex, its village identity has been profoundly altered by changes in recent times. This makes what does survive more precious; but the pace of change in the locality needs to be acknowledged too.

246 Teddington High Street's Georgian (and even pre-Georgian) survivals are sparse. The coming of the railways brought about a fundamental alteration in the character of the village, with the rapid rise of suburban development and the laying out of new streets. The looser form of the Georgian village was replaced with a tighter and denser suburban development from the 1860s onwards.

247 The arrival of the tram in 1903 had a huge impact on the village centre. The south side of the High Street, close to the Site, was transformed through the rebuilding of lengths of shopping parades, establishing the present character of the street. The entire block between Station Road and Cedar Road dates from one phase of c.1903-9, along with others to the east.

248 Other interwar developments further altered the character of the former village, endowing it with an increasingly urban feel. To quote the VCH, written in 1957 and published in 1962:

Most of the houses built more recently in Teddington have filled gaps between existing streets and buildings: one of the chief characteristics of the district is the mixture almost everywhere of buildings of various dates and types, from yellow brick cottages of the early 19th century onward.

249 Variety, mixture and change are thus woven into the fabric of the Conservation Area.

3.0 HERITAGE ASSETS

31 This section sets out the heritage designations which are relevant to the proposals to redevelop the Site. The key designation is that of the Conservation Area, in which the Site is located. Some listed buildings are a short distance away, although not within direct sight of the Site.

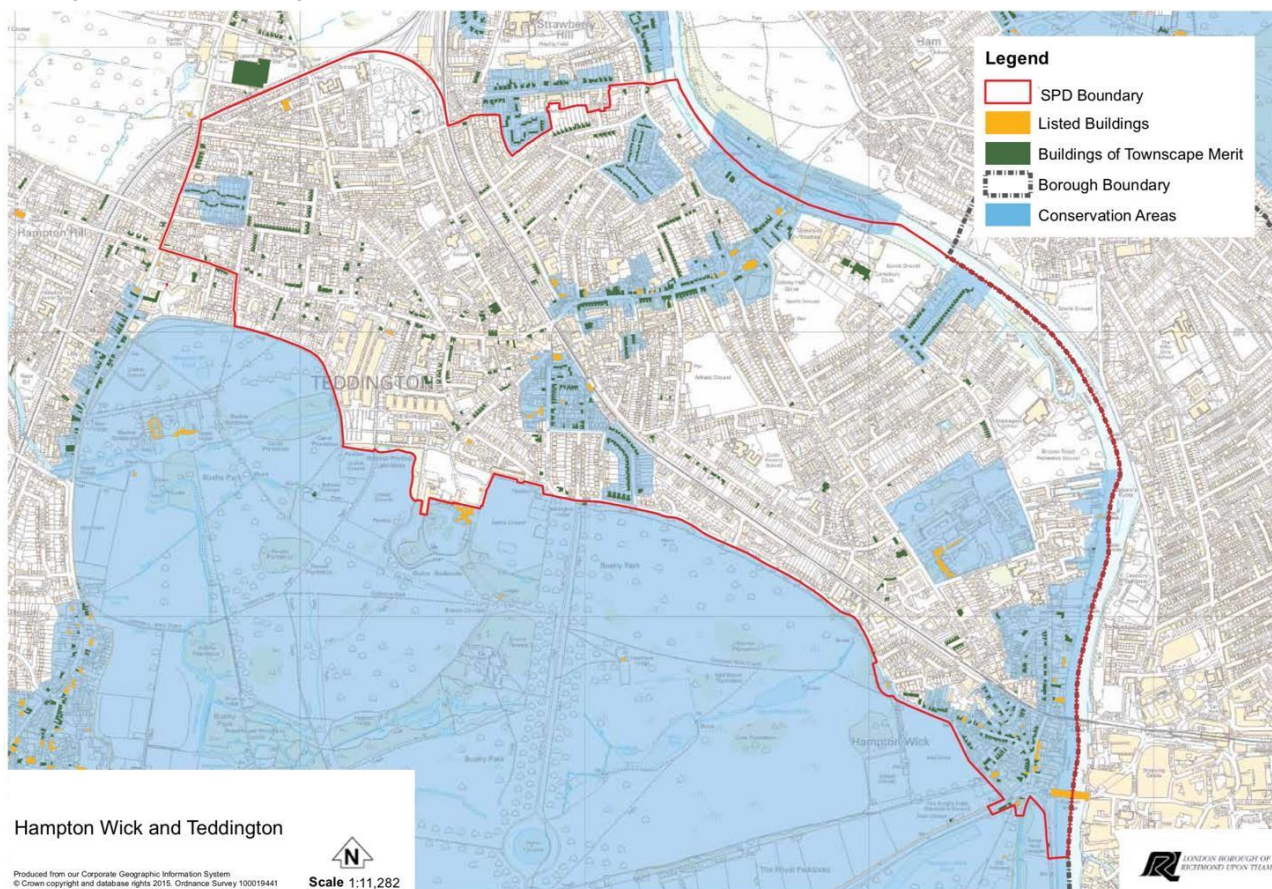


Figure 3.1 – Hampton Wick and Teddington: map showing historic assets (from *Hampton Wick and Teddington. Village Planning Guidance 2017*).

Conservation Areas

32 The Site lies within the High Street (Teddington) Conservation Area – No 37 in the local authority’s inventory. The Conservation Area was designated in September 1982 and twice extended, in 2013 and 2019. The Site was included within the boundaries from the outset.¹⁷

33 The Conservation Area was analysed in the *Teddington Lock & High Street Study* produced by the London Borough of Richmond and published in 1995. This account stresses the variety to be found in the area, with buildings from different periods close together, and the High Street forming a divide: older buildings on the north side, Edwardian buildings on the south. The quality of shopfronts is stressed as a recurrent feature in the Area. There is little coverage in this document of the residential areas off the High Street.

34 The brief Conservation Area Statement makes no specific mention of the Site, but does refer to the adjoining buildings to the west as being among the ‘grand Edwardian shopping parades [which] were built on the south side following the widening of the street in 1903 for a tramway’. This is described as ‘the more imposing three storey shopping parades, in well detailed red and yellow brick, to the South side.’ It also notes that ‘There has been some large scale infill and redevelopment to the South and West in the later 20th century.’

¹⁷ The outline appraisal can be found at https://www.richmond.gov.uk/media/13263/conarea37_a3_rgb.pdf

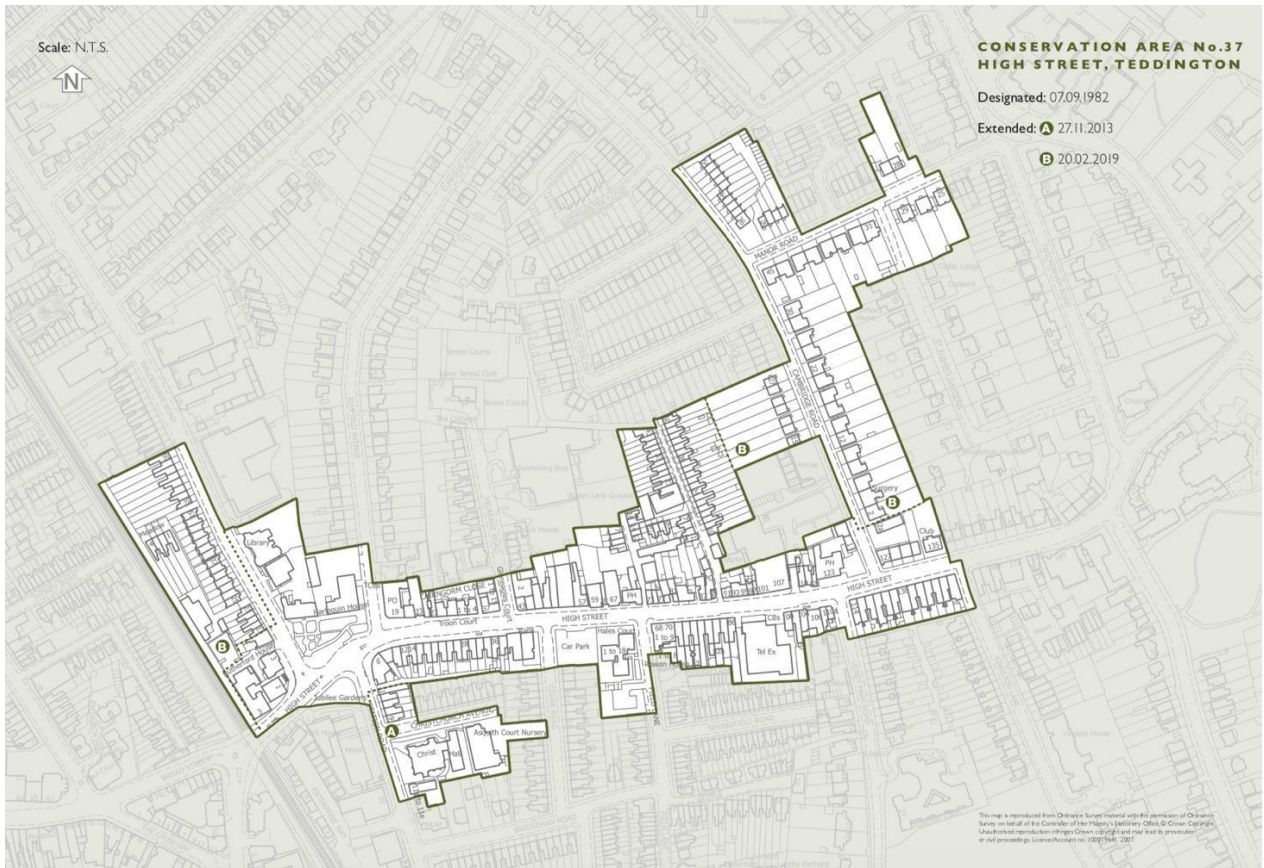


Fig. 3.2 High Street Teddington Conservation Area map (London Borough of Richmond).

35 The Parade at Nos 8-40 High Street is described in the Supplementary Planning Document 'Hampton Wick and Teddington Village Planning Guidance' (2017)¹⁸ thus:

The parade at Nos. 8-38 (even) High Street is in dark red brick, the upper storeys enlivened by canted bays and decorative sash windows featuring arched upper lights. The brickwork has been painted over at No. 28, which detracts from the character. The shopfronts are still divided by the original piers of glazed brick supporting gabled console brackets. Again, many of the shopfronts are early and likely to be original, yet interestingly no two are the same. There are good examples at Nos. 8, 10, 16, 18, 26, 28, 30, 32, 34, 36.

36 The most relevant observation about the location in this document reads:

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.

37 Larger modern apartment and office buildings flanking Elmfield House, called Harlequin House and Rutherford House, are singled out as negative presences in the Conservation Area on grounds of 'their height and appearance'.

Overall Character of the Conservation Area

38 Teddington has undergone considerable change since its Georgian period as a riverside place of retirement and agriculture. As in so many places in former Middlesex, its village identity has been profoundly altered by change in recent times. This makes what does survive more precious; but the place of change in the locality needs to be acknowledged too.

¹⁸ https://www.richmond.gov.uk/media/14588/hampton_wick_and_teddington_planning_guidance_spd_report.pdf

- 39 Teddington High Street's Georgian (and even pre-Georgian) survivals are sparse. The coming of the railways brought about a fundamental alteration in the character of the village, with the rapid rise of suburban development and the laying out of new streets. The looser form of the Georgian village, particularly at the western end of the High Street, was replaced with a tighter and denser suburban development from the 1860s onwards, triggered by the coming of the railway.
- 310 The arrival of the tram in 1903 had a huge impact on the village centre. The south side of the High Street, close to the Site, was transformed through the rebuilding of lengths of shopping parades, establishing the present character of the street. The entire block between Station Road and Cedar Road dates from one phase of c.1903-9, along with others to the east.
- 311 Other interwar developments further altered the character of the former village, endowing it with an increasingly urban feel. The VCH, written in 1957, has already been quoted to this effect at 2.51 above.
- 312 Variety, mixture and change are thus woven in to the fabric of the Conservation Area, in particular the part which includes the High Street.
- 313 The Conservation Area contains some buildings of particular relevance for the current application in that they demonstrate the skill deployed elsewhere in the locality in creating satisfying townscape. These have been studied by the architects of the proposed building.
- 314 Of particular note is the pair of buildings which mark the corners of the High Street and Udney Park Road. That on the west side, No 110 High Street, rises up into a three-storey corner tower crowned with a prominent chimneystack above, creating an end-of-row statement; the neighbouring gable is taller than the tower, creating a feature which is higher than the rest of the terrace.



Fig.s 3.3-4 (left) No 110 High Street and (right) No 114 High Street (Google Streetview, 2018). The designs show the confident treatment of the corners further along the High Street.

- 315 Across the road, at 114 High Street, the equivalent corner building is again higher than the rest of the row, a French-inspired Mansard roof forming a tower feature which is even taller than the adjoining parade of four-storey houses. This feature is repeated at the eastern end (at No 160), creating a cohesively composed terrace overall.
- 316 This section of the High Street is a reminder that some elements of the Edwardian rebuilding post-1903 were on a taller scale, and in marked contrast with the lower and older buildings on the north side which are generally set back more from the street, with front gardens or shop extensions separating them from the pavement. There are exceptions to this generalisation: No 135, the Royal British Legion clubhouse, is a very tall Italianate villa of three storeys over a raised basement on the north side of the street. A modern commercial building of 2002, Thames House at No 180 High Street, has a four storey lift tower and the contrast in scale with its two storey neighbour of 1910 is one of its best features.

317 In general, the scale of buildings on the High Street diminishes towards the west, away from the historic core of the village. The area immediately to the east of the Site, once occupied by The Cedars, is the most open and least developed: the rhythm of the High Street comes to a halt here, only to be revived by the Edwardian parade at No 40. This makes the Site under consideration an important one.

318 The Conservation Area includes some modern buildings of low architectural quality in the near-vicinity to the Site: in particular the buildings of Gleneagles Court and Troon Court which front the High Street to the west of Vicarage Road. Observing building heights and using traditional materials do not in themselves make for successful additions to a Conservation Area. They serve as reminders of the importance of quality contemporary architecture as a contributor to the street scene. Other buildings, such as the Site, are clearly wholly negative in their contribution.

319 Changes in height and scale are thus one of the determinant characteristics of the Conservation Area. They help to distinguish the commercial areas from the purely residential ones, and bring architectural incident and variety to the scene. Height, carefully managed, can be a positive presence in the local context.

Listed Buildings

320 There are relatively few listed buildings along the length of the High Street, and none in the immediate vicinity of the Site. While they would not be affected by the proposals, it is still appropriate to consider the immediate locality's most important historic buildings.



Fig. 3.3 Extract from the National Heritage List for England, showing listed buildings (marked with a triangle) in the vicinity of the Site.

321 Closest in location and function is the very distinctive Lloyd's Bank at No 23, on the north side of the street. It is listed Grade II.¹⁹ This dates from 1929 and was designed by Albert Randall Wells (1877-1942), a noted Arts and Crafts architect whose enduring interest in geometric form is sensed in this bank design, with its singular Neo-Baroque curving façade and top-lit circular domed banking hall.²⁰ This is the most progressive and singular building in the area, and is a suburban branch bank of great distinction. It closed in 2018.

¹⁹ NHLE, ref 1286019. It was listed in 1983.

²⁰ A. Stuart Gray, *Edwardian Architecture. A Biographical Dictionary* (1985), p.381-2.



Figure 3.4 – Albert Randall Wells, the former Lloyd’s Bank, No 23 High Street (1929). Listed Grade II.

322 Nos 79-81 High Street, to the North-east of the Site, are the next closest. Also listed Grade II²¹ and dated to the 18th century, this pair of raised three-storey terraced houses are set back from the street and have single storey shops built onto the front gardens. They appear to be c.1740, judging by their facades, and are eloquent reminders of the Georgian transformation of Teddington from Middlesex rural village to place of polite retirement.

²¹ NHLE, ref 1065429. They were listed in 1973.



Figure 3.5 – Nos 79-81 High Street, c.1740; Listed Grade II (Google Streetview 2016). These are the closest listed buildings to the site but cannot be seen in the same view.

- 323 Adjoining them to the east stand 83-85 High Street, listed Grade II.²² This is a double building, in that the street-facing building of three bays, with a shallow hipped roof and later shop front, conceals No 85, a partly weather-boarded house of c.1700, not visible from the High Street, which is a notable survival of pre-Georgian Teddington.
- 324 Nos 93-95 High Street constitute an even older survival, comprising a 16th century timber-framed house with a multi-phased exterior. After the church, this is Teddington's oldest building. It is Grade II listed.²³
- 325 Overall, the listed buildings have only a slight visual relationship with the Site At No 42.

Locally Listed Buildings: Buildings of Townscape Merit

- 326 Teddington's High Street contains a high number of locally listed buildings. The local list is available for consultation online.²⁴ Most of these designations were inscribed in 1995. Their location is indicated on the map of designations, reproduced at fig. 3.1
- 327 Locally buildings on the south side of the High Street which are in the vicinity of the Site are Nos 10, 12, 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38 and 40: the entire terrace of c.1903. These all lie to the west of No 42, in the same block. There are no locally listed buildings to the east for some distance, beyond Field Lane: Nos 72, 78, 80, 82, 84 are locally listed.

²² NHLE, ref. 1193756; they were listed in 1983.

²³ NHLE, ref 1261256, listed in 1991.

²⁴ https://www.richmond.gov.uk/media/18606/btm_register.pdf ; fuller information is provided through the Teddington Society website on individual entries: http://www.tedsoc-wiki.org.uk/wiki/index.php?title=High_Street,_Teddington

328 The neighbouring building to the west, No 40, was added to the local list in 1983 and is discussed above.

329 On the north side of the High Street, in the vicinity of the Site, these buildings are local listed: Nos 43, 47-53 59-65.

330 These buildings are set well back from the street, creating a very different effect between the lower north side and the taller south side, the building line of which is hard on the pavement.



Fig. 3.6 Nos 43-53 High Street: locally listed buildings opposite the Site (Google Streetview, 2015).

Section Summary

331 This consideration of the nearby heritage assets shows the variety which characterises the Conservation Area. The Site adjoins a locally listed building and stands at the eastern end of a row of c.1903, all of which is similarly designated, and which demand consideration in any proposals. While there are no listed buildings in the immediate vicinity, setting is still a statutory consideration for the decision-maker.²⁵ This section has found that there is a general difference in height between the north side and the south, and that variety is one of the contributing factors to the appeal of the Conservation Area. It also concludes that the Site occupies a visually important location just where the visual interest of the High Street currently diminishes.

²⁵ The reasons for refusal for the scheme do not cite harm to any listed buildings among the grounds of decision. This is agreed. Accordingly, we do not cite the sections of the P (LBCA) 1990 in the following section on legislation and policy.

4.0 LEGISLATION & POLICY CONSIDERATIONS

41 The following section addresses the relevant legislation and policy considerations which need to be considered in the assessment of this application.

Planning (Listed Buildings and Conservation Areas) Act 1990

42 S.72(1) states that 'In the exercise, with respect to any buildings or other land in a conservation area, of any powers under any of the provisions mentioned in subsection (2), special attention shall be paid to the desirability of preserving or enhancing the character or appearance of that area.'

National Planning Policy Framework ('NPPF') 2023

43 Para 195 of the NPPF states that 'In determining applications, local planning authorities should require an applicant to describe the significance of any heritage assets affected, including any contribution made by their setting. The level of detail should be proportionate to the asset's importance and no more than is sufficient to understand the potential impact of the proposal on their significance.'

44 Para 201 then obliges local planning authorities to 'identify and assess the particular significance of any heritage asset that may be affected by a proposal.'

45 Para 203 requires local planning authorities to take account of:

- (a) *'the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
- (b) *'the positive contribution that conservation of historic assets can make to the sustainable communities including their economic viability; and*
- (c) *'the desirability of new development making a positive contribution to local character and distinctiveness.'*

46 Para 205 states 'When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation (and the more important the asset, the greater the weight should be)', irrespective of the degree of potential harm. The NPPF Glossary makes it clear that the term 'designated heritage asset' includes conservation areas.

47 Para 206 states that 'Any harm to, or loss of, the significance of a designated asset... should require clear and convincing justification.'

48 Para 208 requires that 'less than substantial harm to the significance of a designated heritage asset... should be weighed against the public benefits of the proposals including, where appropriate, securing its optimum viable use.'

49 Para 203 considers non-designated heritage assets (such as local listings): 'The effect of an application on the significance of a non-designated heritage asset should be taken into account in determining the application. In weighing applications that directly or indirectly affect non-designated heritage assets, a balanced judgment will be required having regard to the scale of any harm or loss and the significance of the heritage asset.'

410 Paras 206-207 deal with applications in Conservation Areas and World Heritage Sites. Para 206 requires that 'Local planning authorities should look for opportunities for new development... to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.'

411 Para 207 observes that 'Not all elements of a Conservation Area or World Heritage Site will necessarily contribute to its significance. Loss of a building (or other element) which makes a positive contribution to the significance of the Conservation Area or World Heritage Site should be treated either as substantial harm under paragraph 201 or less than

substantial harm under paragraph 202, as appropriate, taking into account the relative significance of the element affected and its contribution to the significance of the Conservation Area or World Heritage Site as a whole.’

The London Plan (2021)

412 Policy HC1 on ‘Heritage Conservation and growth’ states at para C that

Development proposals affecting heritage assets and their settings should conserve their significance, by being sympathetic to the assets’ significance and appreciation within their surroundings. The cumulative impacts of incremental change from development on heritage assets and their settings should be actively managed. Development proposals should avoid harm and identify enhancement opportunities by integrating heritage considerations early on in the design process.

The Local Plan

413 The Local Plan for Richmond²⁶ was adopted in July 2018. To assist the reader, the most relevant policies are set out here and responded to in Section 5.

414 Para 2.1.13 states that ‘Each village is distinctive in terms of the community, facilities and local character. The borough’s villages are attractive with many listed buildings and Conservation Areas. The local character of each is unique, recognisable and important to the community and to the character of the borough as a whole.’ It then points to the existence of Supplementary Planning Documents [SPD’s] and states that ‘The Village Plan SPDs are the main starting point for design guidance to those seeking to make changes to their properties or who wish to develop in the area.’ The relevant one is recited below.

415 The Plan identifies three key policies at 2.3: ‘**Protecting Local Character**’, ‘**A Sustainable Future**’ and ‘**Meeting People’s Needs**’.

416 The most relevant objectives under ‘**Protecting Local Character**’ are:

1. *Maintain and enhance the borough’s attractive villages, including the unique, distinctive and recognisable local characters of the different village areas and their sub-areas.*
2. *Protect and, where possible, enhance the environment including the heritage assets, retain and improve the character and appearance of established residential areas, and ensure new development and public spaces are of high quality design.’*
11. *Create attractive and pleasant environments and spaces that promote active and healthy lifestyles, including recognising their benefits to residents’ social life and their economic benefits to the borough’s centres.’*

417 Under ‘**Meeting People’s Needs**’, the most relevant paragraphs are:

- ‘3. *Ensure there is a suitable stock and mix of high quality housing that reflects local needs by providing a choice of housing types and sizes, with higher density development located in more sustainable locations, such as the borough’s centres and areas better served by public transport.*
6. *Reinforce the role of Richmond, Twickenham, Teddington, Whitton and East Sheen centres, which play an important role in the provision of shops, services, employment and housing as well as being a focus for community and cultural life.’*
7. *Ensure that local and neighbourhood centres as well as parades of local importance provide a focus for local communities to meet, shop, work and spend leisure time.’*
8. *Encourage opportunities for leisure, entertainment, sport, cultural activity and the development of community life.’*

418 Under ‘**A Sustainable Future**’, the most relevant paragraphs are:

²⁶ https://www.richmond.gov.uk/media/15935/adopted_local_plan_interim.pdf

1. *Minimise and mitigate the effects of climate change by requiring high levels of sustainable design and construction including reductions in carbon dioxide emissions by minimising energy consumption, promoting decentralised energy and the use of renewable energy as well as requiring high standards of water efficiency’.*
2. *Promote and encourage development to be fully resilient to the future impacts of climate change in order to minimise vulnerability of people and property; this includes by risk of flooding, water shortages, subsidence and the effects of overheating’*
3. *Optimise the use of land and resources by ensuring new development takes place on previously developed land, reusing existing buildings and encouraging remediation and reuse of contaminated land.’*

419 The **Spatial Strategy Summary** sets out the character and constraints of the Borough.

420 Para 3.1.4 states that *‘The Spatial Strategy reinforces the borough’s context as an outer London Borough that is characterised by a high quality natural, built and historic environment with highly valued open landscape, parks, green spaces and opportunities for sport, recreation, culture and tourism. The overarching principles are to protect the unique local character (as set out in the Village Planning Guidance SPDs and in neighbourhood plans, such as the emerging Ham and Petersham Neighbourhood Plan), maintain and enhance our open spaces as well as our heritage, achieve high levels of sustainability and ensure all communities have access to housing, employment opportunities, services and facilities.’*

421 Para 3.1.5 states that *‘The unique and locally distinctive historic and cultural environment as well as the protected parks and open spaces limit the opportunities for development and growth within the borough. The borough is constrained by its already developed areas, limited opportunities for redevelopment, large expanses of protected open space and by the River Thames and its floodplain.’*

422 Paragraph 3.1.6 states that *‘The Spatial Strategy emphasises that local community needs, including delivery of housing and the infrastructure required to support it, are expected to be met without compromising the quality of the natural, built and historic environment.’*

423 Paragraph 3.1.8 states that *‘Higher density and larger development, including commercial schemes, will as far as possible be concentrated in the borough’s five main centres (i.e. Richmond, Twickenham, Teddington, Whitton and East 15 Sheen), thus enabling people to walk or cycle to shops and services or use public transport.’*

424 Paragraph 3.1.11 onwards, **‘Protecting Local Character’**, begins: *‘The borough has an outstanding built, historic and natural environment and a key priority of the Spatial Strategy is that this unique local character continues to be protected and enhanced throughout the borough. The different village areas and their special character within the borough, including those along the River Thames and its banks, will be maintained and enhanced, and historic views and the setting of heritage assets will be protected. In established residential areas the historic character as well as local biodiversity and trees will be maintained.’*

425 The section **‘A Sustainable Future’** sets out:

426 Para 3.1.17 identifies the need for development to be concentrated in the main centres: *‘Focusing development in the main centres of the borough (i.e. Richmond and Twickenham as well as Teddington, East Sheen and Whitton) will result in sustainability benefits, including a reduction in the need to travel by car and also mitigate the effects of development pressure on the rest of the borough.’*

427 The section **‘Meeting People’s Needs’** states, at para. 3.1.28: *‘The housing target for the borough is set out in the London Plan, with 315 dwellings per annum to be provided for the period of 2015-2025. The Mayor of London will expect the Council to exceed this target. This Spatial Strategy and the policies of the Local Plan identify opportunities for development to come forward by optimising the use of sites, particularly in centres with good public transport accessibility and mixed use redevelopments.’*

428 Paragraph 3.1.30 discusses the need for greater density to deliver the Borough’s housing target: *‘the Council can continue to meet its strategic housing target without building on or using greenfield sites. New housing will therefore be provided through redevelopment and optimising the use of brownfield sites. Higher density development will be sought in more*

sustainable locations, such as the borough's centres and areas better served by public transport, subject to compatibility with the surroundings and local context, respecting the quality, local character, including heritage value, and amenity of existing neighbourhoods and villages.'

429 Para 3.1.40 discusses the development strategy for Teddington, East Sheen and Whitton. These are 'defined as district centres in the London Plan, is to maintain and enhance, rather than significantly expand, their role of providing shops, services and employment opportunities for local communities. The Council seeks to maintain and, where appropriate, enhance Teddington's and East Sheen's role in providing office space for businesses, and new offices are encouraged. Teddington has a well-established restaurant sector and the Council supports establishments that serve the local community.'

430 'Higher densities could be achieved in Teddington, East Sheen and Whitton centres, but as they are predominately low-rise and characterised by 3-storey buildings, 'taller' buildings would not be appropriate. However, higher residential densities could be achieved without recourse to tall or taller buildings within these centres. The evidence base suggests an indicative need of 2,000sqm in Teddington, 1500sqm in East Sheen and 900sqm in Whitton of retail floorspace (Use Classes A1, A3, A4 and A5) by 2024. (All figures referred to are gross). Whereas East Sheen and Whitton could accommodate some of this in existing vacant units, this is less likely in Teddington. Site allocations are sufficient to meet the remainder of the projection.' [para 3.1.40].

431 Section 4 of the Local Plan is devoted to '**Local Character and Design**' and is of particular relevance to the assessment of planning applications.

432 Policy LP1, **Local Character and Design Quality**, includes the following requirements:

- A. *The Council will require all development to be of high architectural and urban design quality. The high quality character and heritage of the borough and its villages will need to be maintained and enhanced where opportunities arise. Development proposals will have to demonstrate a thorough understanding of the site and how it relates to its existing context, including character and appearance, and take opportunities to improve the quality and character of buildings, spaces and the local area. To ensure development respects, contributes to and enhances the local environment and character, the following will be considered when assessing proposals:*
1. *compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing;*
 2. *sustainable design and construction, including adaptability, subject to aesthetic considerations;*
 3. *layout, siting and access, including making best use of land;*
 4. *space between buildings, relationship of heights to widths and relationship to the public realm, heritage assets and natural features;*
 5. *inclusive design, connectivity, permeability (as such gated developments will not be permitted), natural surveillance and orientation; and*
 6. *suitability and compatibility of uses, taking account of any potential adverse impacts of the colocation of uses through the layout, design and management of the site.*

All proposals, including extensions, alterations and shopfronts, will be assessed against the policies contained within a neighbourhood plan where applicable, and the advice set out in the relevant Village Planning Guidance and other SPDs relating to character and design.

433 Policy LP 2, **Building Heights**, is an extensive policy (not recited in full here); it includes the following requirements:

The Council will require new buildings, including extensions and redevelopment of existing buildings, to respect and strengthen the setting of the borough's valued townscapes and landscapes, through appropriate building heights, by the following means:

1. *require buildings to make a positive contribution towards the local character, townscape and skyline, generally reflecting the prevailing building heights within the vicinity; proposals that are taller than the surrounding townscape have to be of high architectural design quality and standards, deliver public realm benefits and have a wholly positive impact on the character and quality of the area;*

2. *preserve and enhance the borough's heritage assets, their significance and their setting;*
3. *respect the local context, and where possible enhance the character of an area, through appropriate:*
 - a. *scale*
 - b. *height*
 - c. *mass*
 - d. *urban pattern*
 - e. *development grain*
 - f. *materials*
 - g. *streetscape*
 - h. *Roofscape and*
 - i. *wider townscape and landscape.*

434 Policy LP 3 relates to **Designated Heritage Assets**:

The Council will require development to conserve and, where possible, take opportunities to make a positive contribution to, the historic environment of the borough. Development proposals likely to adversely affect the significance of heritage assets will be assessed against the requirement to seek to avoid harm and the justification for the proposal. The significance (including the settings) of the borough's designated heritage assets, encompassing Conservation Areas, listed buildings, Scheduled Monuments as well as the Registered Historic Parks and Gardens, will be conserved and enhanced by the following means:

1. *Give great weight to the conservation of the heritage asset when considering the impact of a proposed development on the significance of the asset.*
2. *Resist the demolition in whole, or in part, of listed building. Consent for demolition of Grade II listed buildings will only be granted in exceptional circumstances and for Grade II* and Grade I listed buildings in wholly exceptional circumstances following a thorough assessment of the justification for the proposal and the significance of the asset.*
3. *Resist the change of use of listed buildings where their significance would be harmed, particularly where the current use contributes to the character of the surrounding area and to its sense of place.*
4. *Require the retention and preservation of the original structure, layout, architectural features, materials as well as later features of interest within listed buildings, and resist the removal or modification of features that are both internally and externally of architectural importance or that contribute to the significance of the asset.*
5. *Demolitions (in whole or in part), alterations, extensions and any other modifications to listed buildings should be based on an accurate understanding of the significance of the heritage asset.*
6. *Require, where appropriate, the reinstatement of internal and external features of special architectural or historic significance within listed buildings, and the removal of internal and external features that harm the significance of the asset, commensurate with the extent of proposed development.*

435 The more relevant section dealing with Conservation Areas reads as follows:

- B. *Resist substantial demolition in Conservation Areas and any changes that could harm heritage assets, unless it can be demonstrated that:*
 1. *in the case of substantial harm or loss to the significance of the heritage asset, it is necessary to achieve substantial public benefits that outweigh that harm or loss;*
 2. *in the case of less than substantial harm to the significance of the heritage asset, that the public benefits, including securing the optimum viable use, outweigh that harm; or*
 3. *the building or part of the building or structure makes no positive contribution to the character or distinctiveness of the area.*
- C. *All proposals in Conservation Areas are required to preserve and, where possible, enhance the character or the appearance of the Conservation Area.*

436 Policy LP 4 relates to **non-designated heritage assets**, particularly local listings. This states that

The Council will seek to preserve, and where possible enhance, the significance, character and setting of non-designated heritage assets, including Buildings of Townscape Merit, memorials, particularly war memorials, and other local historic features. There will be a presumption against the demolition of Buildings of Townscape Merit.

437 This goes on to state that:

4.4.2 Buildings of Townscape Merit are buildings, groups of buildings or structures of historic or architectural interest, which are locally listed due to their considerable local importance. The Council's adopted SPD on BTMs sets out the criteria that will be taken into account when considering whether a building or structure should be designated as BTM. The policy sets out a presumption against the demolition of BTMs unless structural evidence has been submitted by the applicant, and independently verified at the cost of the applicant. Should demolition prove necessary, a high standard of design that complements the surrounding area will be required in any replacement building. Locally specific guidance on design and character is set out in the Council's Village Planning Guidance SPDs, which applicants are expected to follow for any alterations and extensions to existing BTMs, or for any replacement structures.

Supplementary Planning Documents: Hampton Wick and Teddington Village Planning Guidance (2017)

438 This document²⁷ was published in June 2017 and includes more detailed character area assessments for the Conservation Areas and other zones which comprise these localities.

439 The High Street (Teddington) Conservation Area comprises Character Area 5.

440 The salient policies for Teddington are set out on p.9. The one of most relevance in the present context is as follows:

The distinctive local character of the area will be maintained and enhanced, including Teddington's listed buildings and Conservation Areas. New development, including associated green space and planting, will be of high quality design which respects and enhances the distinctive local character.

441 The 'Vision for Teddington' (p. 15) is as follows:

The Vision for Teddington is that it will continue to be a welcoming community for residents, visitors and business. The thriving and safe district centre will provide a wide range of independent and other shops, employment, leisure, cultural, health and social facilities.

442 The description of the Conservation Area at p.26 is similar to, but not the same as, that provided in the Conservation Area Statement. The 'Threats from Development' are identified as follows:

- *'Loss of traditional architectural features and materials due to unsympathetic alterations.*
- *New development that does not complement the existing built form, particularly in terms of height and massing.*
- *Conflict in building form between commercial and residential properties including ventilation, and other features such as storage and servicing.*
- *Loss of front boundary treatments and front gardens for car parking.*
- *Lack of coordination and poor quality of street furniture and pavements.*
- *Domination of traffic and poor pedestrian safety, leading to clutter of signage and street furniture.*
- *Loss of original or quality shopfronts and insensitive alterations and advertisements.'*

443 The opportunities are identified as follows:

- *'Preservation, enhancement and reinstatement of architectural quality and unity.*
- *Retain and enhance front boundary treatments and discourage increase in the amount of hard surfacing in front gardens.*
- *Coordination of colour and design and improvement in quality of street furniture and pavements.*

²⁷ https://www.richmond.gov.uk/media/14588/hampton_wick_and_teddington_planning_guidance_spd_report.pdf

- *Improvement of highways conditions and pedestrian convenience and rationalisation of existing signage and street furniture.*
- *Retain and improve the quality of shopfronts and advertisements’.*

444 The document includes a survey of Teddington High Street at p.74 based on the Conservation Area Statement which pays particular attention to Edwardian shopfronts. There is no specific reference to the Site, however.

Relevant Case Law

445 In preparing our analysis we are mindful of a number of recent High Court and Court of Appeal judgments which are relevant to the determination of the Application.

Dorothy Bohm & Others v Secretary of State for Communities and Local Government and Others [2017] EWHC 3217

446 This case clarified the distinction set out at paragraphs 123-135 of the (2012) NPPF when considering the loss of a non-designated heritage asset in a Conservation Area. Of particular relevance to the approach to determining this application are the below paragraphs:

“33. However, when considering the impact of the proposal on the CA under S72, it is the impact of the entire proposal which is in issue. In other words the decision maker must consider not merely the removal of the building which made a positive contribution, but also the impact on the CA of the building which replaced it. She must then make a judgment on the overall impact on the CA of the proposal before her.”

“36. In respect of s72, she considered this issue in paras 12-17. She said a para 16 that the existing building made a limited positive contribution to the CA, and the net effect of the new building would at worst be neutral and that the CA would not be harmed. Again in my view, this was an entirely correct approach. Section 72 requires the overall effect on the CA of the proposal to be considered..”

447 The judge also held that the clear and convincing justification required in paragraph 194 of the NPPF does not create a freestanding test, and ‘to the extent that there is a test, it is to be found in paragraph 134 (now 196).

5.0 ASSESSMENT OF PROPOSALS

- 5.1 This section provides an assessment of the Proposed Development's effect upon the heritage assets in the vicinity; principally the Teddington High Street Conservation Area and the adjacent no. 40 Teddington High Street Building of Townscape Merit.
- 5.2 The proposals have been developed through an iterative design process which has taken into consideration feedback provided following pre-application consultation in 2023, and from the process of determination and subsequent appeal for the two previous schemes.
- 5.3 The Proposed Development consists of a new building occupying the majority of the plot. It is of three storeys, rising to a fourth mansard floor at the corner with Cedar Road and to the setback return. The building is designed in a modern but deferential idiom, honouring the fascia and cornice lines to the High Street elevation.
- 5.4 The Design and Access Statement prepared by Chandler Browne provides a detailed discussion about the design rationale and architectural approach. These have been evolved through close study of the character of the area. The present design reflects the advice of Montagu Evans which undertook a detailed design review.

High Street Frontage

- 5.5 This part of the proposals has been developed to provide a high-quality, active frontage to the High Street, with residential accommodation above.
- 5.6 A principal consideration has been the relationship with the Teddington Arms Public House at no. 40, which is identified by the Council as a Building of Townscape Merit.
- 5.7 The existing building is a detracting feature in the setting of no. 40 for reasons described in the preceding section, and there is considerable scope to improve the contribution made by the Site to the setting of the adjacent building and to the character and appearance of this part of the Conservation Area.
- 5.8 To this end, Chandler Browne Architects have undertaken a detailed contextual study of the language, rhythm and detailing of the adjacent buildings along the High Street to develop a contemporary response which forms a congruent addition to the street scene.
- 5.9 The building line has been brought to match that of the Teddington Arms, improving the resolution of the corner with Cedar Road, and the appearance of the south side of the High Street.
- 5.10 The Proposed Development comprises three storeys plus a set-back mansard, with a fully glazed ground floor to integrate the commercial unit into the High Street. Traditional details such as a stall riser have been incorporated to reflect detailing seen to shop fronts and the adjacent public house, and the ground floor height continues the line of the cornice across the Teddington Arms.



Figure 5.1: Illustration of the proposed street scene, taken from the DAS (source: Chandler Browne Architects)

- 5.11 The mansard roof has been set back from the parapet, and would not be a prominent element to the casual observer at street level. Where this is seen, by setting the mansard away from no. 40, the prominence of the Building of Townscape Merit is preserved, as is its contribution to the street scene.
- 5.12 A detailed study of the rhythm of adjacent buildings in the street identified a number of buildings with narrow, single-bay frontages and three storeys above. The Proposed Development has sought to integrate this detailing through the two canted bays at first level, and the symmetry of the building in views south. The use of red brick would provide a further reference to the prevailing character of the High Street, with bronze metalwork providing contemporary and visually interesting detailing.
- 5.13 As a whole, we find that the Proposed Development would be an attractive addition to the High Street frontage, and would preserve the special interest and appreciation of the Building of Townscape Merit at no. 40.

Cedar Road elevation

- 5.14 As discussed above, the existing elevation to Cedar Road is a detracting feature in views west. It is poorly resolved with large expanses of brick, irregular glazing, and external wall-mounted plant. The hardstanding creates negative space in views towards the High Street.
- 5.15 The removal of the existing building would improve views into the Conservation Area from the south through the removal of the unattractive single storey element to the rear, which at present features prominently.



Figure 5.2: The Cedar Road elevation of the Site as existing



Figure 5.3: Cedar Road elevation from DAS (source: Chandler Browne Architects)

- 5.16 The Proposed Development would respond to the domestic character and scale of the Edwardian houses along Cedar Road by matching the parapet height, bays and gables replicated along the street. The terrace of houses is already separated from the Site by an existing alleyway, which would preserve the legibility of the terraces separately from the new building.
- 5.17 The height would step up at the return to the High Street, which provides a satisfying conclusion to the street, whilst reflecting the urban hierarchy of the High Street relative to the residential street, as advocated by the Design Guide SPD.
- 5.18 The glazed unit at ground floor would improve the integration with the High Street by providing views through into the commercial unit, and providing a contemporary interpretation of a ‘corner pub’ typology.
- 5.19 The set-back mansard would reduce the effect of the massing in views west. Where seen, this is traditionally detailed and responds to the scale of buildings along the High Street.
- 5.20 The principal facing material would be a weathered yellow tone brick to respond to the predominant materials along Cedar Road.
- 5.21 Overall, we find that when seen from Cedar Road, the Proposed Development would improve the contribution made by the Site to the Conservation Area.

Response to Inspector’s Report

- 5.22 In developing the proposals, the design team has been mindful of the dismissal of the two previous schemes for the Site at appeal, and taking on board comments from the Inspector. The table below summarises the ways in which the current proposals have sought to address points raised in the Inspector’s Report.

Comment in Inspector’s Report	Design Response
16. In townscape terms, although of somewhat different design and scale, no. 40 appears to terminate the long terraced row. This is reinforced where no. 40 is seen as an individual building, terminating views from Vicarage Road towards the High Street. The appeal site is at the end of the row but, as it is set back, smaller, and of limited architectural quality it has a diminished, secondary role in the street scene, and No. 40 is more visually prominent.	The Proposed Development would have a lower parapet height than no. 40, with a set-back upper mansard storey, to ensure that no. 40 remains a prominent element in the streetscape and that the two are understood separately.
17. The appeal site is wider than no. 40 and about as wide as two of the individual unit modules in the remainder of the terraced row. On the High Street frontage the proposed building would occupy the full width of the site. I have been told that the designs for the High Street frontage seek to take a cue from the modular unit buildings	A further study of the existing street scene has been undertaken and identified a height-to-width ratio of approximately 3:1 for a number of buildings in this part of the Conservation Area. The Proposed Development responds to this by providing a symmetrical frontage which reads as two bays with a strong vertical emphasis which

along the row. However, neither design has the strong vertical features that would clearly read as two individual unit modules as is strongly evident elsewhere along this part of the High Street.	are unified through their materiality and detailing, providing an attractive, contextual response.
23. Despite the stepped arrangement both of the proposals would result in buildings that would appear monolithic and top heavy in relation to the domestic character and appearance of the more traditional houses. This would appear particularly stark in relation to No 2 at second floor and above, despite the lowered height and set back of the nearest part, as the gap between the two would be only some 3.5m and because of the bulk of the cube form in relation to the pitched roof at No 2. Both proposals incorporate extensive glazed areas and balconies which would be out of proportion with the simpler, smaller scale, regularly arranged fenestration of the houses on Cedar Street.	The Cedar Road frontage has been reconsidered to better respond to the character of the Edwardian terraces. The scale of the adjacent buildings matches that of the houses, and a more domestic language has been utilised for this part of the Site, incorporating typical details from the terraces including projecting gabled bays and a pitched roof. The extent of glazing has been reduced to provide a more traditional appearance, and the fenestration has a regular arrangement which responds to that of the houses adjacent.
27. I conclude that the proposals at Appeal A and those at Appeal B would be of a scale, form, design and siting that would be unduly obtrusive and harmful to the character and appearance of the localised street scenes of this part of the High Street and Cedar Road. They would lack grace rather than complementing the street scenes.	The scale and form of the Proposed Development provides a traditionally detailed composition which responds to its context within the Conservation Area and improves the contribution made by the Site to its character and appearance.
30. Although diverse in its architecture, the streetscape is unified by the broadly modest scale of the building stock; the consistent, traditional materiality of brick, stucco and paint; and its fine-grained street pattern, enclosed by groups of buildings fronting the street on both sides, with an established rhythm of frontages.	The design team has incorporated elements such as the use of brick, vertical emphasis and a set-back mansard for a new building which responds positively to the established rhythm and traditional character of its context.
31. The building on the appeal site does not have a positive effect on the character and appearance of the CA and there are no objections to its demolition.	This is accepted and agreed.

Summary

- 5.23 In summary, the scheme seeks to achieve this in the following ways:
- 5.24 **Building Line:** the proposals adhere to the building line on the High Street and advance the footprint to the eastern edge of the site, thus eliminating an under-utilised and weak termination to the block. The proposed design makes better use of the site, in keeping with the expectation for making most efficient use of space in terms of density.



Figure 5.4: View along the High Street, showing the Proposed Development alongside the existing buildings (source: DAS prepared by Chandler Browne Architects)

- 5.25 **Scale:** as is recognised already in the pre-application response and Appeal decision, there are local precedents for raising the height of buildings sited at the corners of blocks on the High Street. The increased floor heights are carefully managed for visual effect. They take their cues from neighbouring buildings and are taller where their effect in terms of impact on daylight and overlooking permit them to be without being overbearing.
- 5.26 **Massing:** the composition makes the most of its corner location and provides an architectural episode along the High Street which adds to its variety and incident. The void of the Cedar Road car park just to the east makes this all the more attractive an opportunity to seize. The flank elevation is carefully managed, with two distinct phases which terminate the High Street frontage and provide a more domestic typology responding to the Edwardian houses of Cedar Road in a contextual way. Balconies in bronze metalwork break up the massing and permit a more animated frontage to be achieved.
- 5.27 **Architectural Detailing and Materials:** the proposals maintain a consistent language, yet are subtly varied in execution. The palette of red brick with bronze ensures a quality finish to the building, enhanced by planting and signage. These represent real increases in quality over what is presently there.
- 5.28 **Composition:** the composition comprises two distinct elements which respond to each of the frontages, with a symmetrical frontage to the High Street, stepping up to the corner and then being carried back along the Cedar Road return with a stepped-back elevation which responds to the height of the Edwardian terraces.
- 5.29 **Contribution to Setting:** the Teddington High Street Conservation Area is essentially linear. The demolition of The Cedars and the incomplete nature of the terrace to the west of Cedar Road conspire to undermine the tautness of this side of the street. The 1960s bank contributes nothing to the setting at present. A taller building, in more sympathetic materials, will enhance the presence of its neighbours and provide them with an eastern book-end to support the overall appearance of the parade. The nearby terraces of Cedar Road, it should be noted, fall outside of the Conservation Area.
- 5.30 **Character:** the principal character of this stretch of the High Street is determined by the parade of Edwardian shopfronts, marshalled with a consistent fascia frieze and regimented vertical divisions between the houses. This is maintained by the proposed design which can immediately be seen to be respectful of the key horizontal emphases of the street, while being executed in complementary materials.
- 5.31 In a wider sense also, the introduction of a new 21st century idiom extends the variety in building forms which characterises the Conservation Area overall. Buildings like the former Lloyd's Bank at No 23 were bold statements in their day which

brought novelty and incident to the street scene. This sense of variety is all the more important, given the repetition of the Edwardian parades and the broadly homogenous character of the south side of the street.

Overall Benefits to the Conservation Area

5.32 Overall Impact: the proposal has clear benefits for the Site in visual and urban terms and can be viewed as an enhancement of the Conservation Area. These can be set out as follows

- It offers the opportunity to complete visually the eastern end of the terrace in a convincing manner for the first time ever;
- The existing building, agreed to be of no interest, even detracting, is replaced with a contemporary replacement of evident quality which continues Teddington's story of successive change in its building stock;
- The unsatisfactory and under-used space on the corner of the Site is incorporated into the development and thus provides a more decisive termination to the block;
- The upper section of Cedar Road's west side substitutes its present drab and utilitarian appearance for a well-detailed and subtle elevation;
- A dignified and 21st century presence makes itself felt in the Conservation Area, bringing quality modern architecture to the scene of a standard considerably higher than other recent additions nearby and thereby enriching the variety of the locality; and
- Teddington's vitality and the provision of further living space are each enhanced, in an aesthetically pleasing way.



Figure 5.6: CGI of the Proposed Development at the corner of High Street and Cedar Road (source: DAS prepared by Chandler Browne Architects)

Compliance with Policy

5.33 The proposals are the result of extended design and discussion, they have been prepared in full awareness of the policy requirements of the location.

Planning (Listed Buildings and Conservation Areas) Act 1990

- 5.34 The proposals respect the obligation to pay special attention 'to the desirability of preserving or enhancing the character or appearance of that area' by improvement to the articulation of this part of the south side of the High Street and the removal of a disfiguring building of no merit.

National Planning Policy Framework 2023

- 5.35 The proposals fall into the category covered at para 198(c) which obliges local authorities to consider 'the desirability of new development making a positive contribution to local character and distinctiveness.'
- 5.36 We have concluded that the proposals amount to an overall enhancement to the Conservation Area and street scene generally, and do not amount to harm. If the decision maker were to find otherwise, any harm must be at the very lower end of less-than-substantial, and would stand to be outweighed against the public benefits of the proposal in accordance with paragraph 202. The benefits are set out in the Planning Statement prepared by Montagu Evans LLP.
- 5.37 Relevant also are Paras 206-207 which deal with applications in Conservation Areas and World Heritage Sites. Para 206 requires that 'Local planning authorities should look for opportunities for new development... to enhance or better reveal their significance. Proposals that preserve those elements of the setting that make a positive contribution to the asset (or which better reveal its significance) should be treated favourably.'
- 5.38 The Site in its existing condition detracts from the character and appearance of the Conservation Area through its lack of resolution, unattractive buildings and external plant; the proposals provide the opportunity to improve this contribution through the introduction of a well-considered, contextual development.

The Local Plan

- 5.39 The proposals respond positively to the requirements of the over-arching policies of **Protecting Local Character**, **'A Sustainable Future'** and **'Meeting People's Needs'**. These policies have been rehearsed above, and are repeated here as necessary.

The Local Plan Policy LP1: Protecting Local Character

- 5.40 Protecting Local Character is addressed in detail under Policy LP1, and in particular Policy LP 1.1 which states that the following considerations will determine how proposals are assessed:

compatibility with local character including the relationship to existing townscape, development patterns, views, local grain and frontages as well as scale, height, massing, density, landscaping, proportions, form, materials and detailing.

- 5.41 Response: the detailed analysis of the Conservation Area undertaken as part of the design development process for these and previous applications has shown that there is variety in height, massing, density and the other aspects set out above. The Proposed Development has been informed by local buildings of quality, and has been amended mindful of the Inspector's previous findings pertaining to the Site.

- 5.42 The Local Plan at 4.1.3 holds out for architectural quality, deployed sensitively. Concerning style, it is stated that: █

The Council does not wish to encourage a particular architectural style or approach but expects each scheme to be to a high quality, with very high quality expected within Conservation Areas. Schemes should be based on a sound understanding of the site and its context, following the locally specific guidance set out in the Village Planning Guidance SPDs.

- 5.43 Response: the proposed scheme is of demonstrably high quality and as is set out below, address the issues raised in relevant SPDs.

- 5.44 Paragraph 4.1.4 is particularly relevant:

Given the built up nature of the borough it is anticipated that most new buildings will be as a result of redevelopment where compatibility with the existing urban fabric is a key consideration. The purpose is to maintain, reinforce and where possible enhance the local character and features that give the area its distinctive and clear identity. Opportunities should be taken to improve the general level of design of an area where appropriate. New development should respect existing street and development patterns.

5.45 Response: the proposed scheme delivers a higher level of design than has been seen in the immediate locality for almost a century and goes beyond the obligation to respect existing street patterns by repairing an unresolved corner which lets down the High Street.

5.46 Paragraphs 4.1.6 -7 cover the relationship to other buildings and public realm. In the former, it is required that:

development be in harmony with surrounding buildings. Elements such as windows, roofs, shopfronts and doors should relate to one another in such a way as to maintain or complement the proportions of the surroundings, particularly as expressed in the relationship between solids and voids.

5.47 Response: the proposals have striven to address these considerations and are carefully based on the proportions of the neighbouring building, with the fenestration treatment being clearly influenced (though not dictated) by that next door. The reading across of building lines is particularly evident. Where the paragraph refers to the need to attend to the 'interface between the public or private space', this is an area in which the currently ambiguous and ugly hard surfacing is given a clear purpose.

5.48 Paragraph 4.1.7 refers to 'Modern shop and office layouts' but is of relevance in the present context. It requires that:

Development should be in scale with the adjoining buildings and in proportion with the average street width as defined by building frontages which reflect the urban grain, as required. Where uniform building heights are part of the character of a street it will not normally be appropriate to permit abrupt variations to the general roof line or eaves line, while in other areas irregular building heights may be appropriate.

5.49 Response: the issue of building height has been a determinant one in reaching the present planning position. Analysis of the Conservation Area shows that there is more variety in the High Street than may be appreciated, and that irregular building heights contribute directly to some of the best passages of townscape. This is considered further below.

The Local Plan Policy LP2: Building Heights

5.50 This section is relevant for the determination of the application. This policy encourages applications 'to respect and strengthen the setting of the borough's valued townscapes and landscapes through appropriate building heights'. This will be achieved 'by the following means':

require buildings to make a positive contribution towards the local character, townscape and skyline, generally reflecting the prevailing building heights within the vicinity; proposals that are taller than the surrounding townscape have to be of high architectural design quality and standards, deliver public realm benefits and have a wholly positive impact on the character and quality of the area;

5.51 Response: the Proposed Development is of a high quality and introduces contextual, contemporary architecture of an impressive standard to the locality. The proposals reflect the prevailing building heights in this part of the area and provide a defined corner to Cedar Road, in keeping with the Design Guide SPD and the Inspector's findings. The improvement of the public realm is undeniable over what is there at present, and the replacement of a redundant, inappropriately scaled and badly integrated building with an elegant structure which will contribute to 21st century needs is a clear benefit.

5.52 The requirement to '*preserve and enhance the borough's heritage assets, their significance and their setting*' is met through the enhancement of the Conservation Area, by providing a better foil for the building next door and the overall parade, and in particular by removing an eyesore which disfigures this part of the High Street.

5.53 Clause 3 of Policy LP 2 sets out the need to '*respect the local context, and where possible enhance the character of an area, through appropriate:*

- a. scale*
- b. height*

- c. mass
- d. urban pattern
- e. development grain
- f. materials
- g. streetscape
- h. Roofscape and
- i. wider townscape and landscape’.

5.54 Response: each of these factors has been weighed very carefully in the design process. Scale, height and mass are each regarded as acceptable on a site of this nature. It faces a car park on its longer elevation, and its relationship with houses in Cedar Road is carefully determined, as this part of the building has been designed to respond to the scale and typology of the Edwardian terraces in this part of its context. The urban pattern is one of the key gains, finally reversing an unresolved issue from the original Edwardian phase of building.



Figure 5.7: CGI showing the Proposed Development in views along Cedar Road (source: DAS prepared by Chandler Browne Architects)

5.55 The ‘development grain’ respects the footprint of existing building while improving its relationship with the street by eliminating a wasted strip of hard surfacing. The roofscape adds an element of variety and contrast to the local scene, and in so doing draws on established practice elsewhere on the same road. Likewise, the proposals strengthen the ‘wider townscape and landscape’ so far as they are able to by improving the long views down the High Street and by recovering some of the linear rhythm of this important thoroughfare through a much-needed increase in building density.

5.56 At 4.2.2 it is remarked that ‘Higher densities could potentially be achieved in Whitton, East Sheen and Teddington centres. It then states that:

Teddington centre is generally low-rise (i.e. 3-storeys) and the High Street is within a designated Conservation Area; therefore, opportunities for ‘taller buildings’ would be very limited and only considered in locations where there are currently existing ‘tall/’taller’ buildings.

5.57 Response: the current proposals are intended to build on this potential in just the way advocated by the Borough. Teddington does have some buildings taller than 3 storeys, and the actual height of the proposed building is little higher than its neighbours: such is the height of pitched roofs on the Edwardian parade, that an adjoining building of three storeys plus a mansard can be accommodated with very little extra height. For reasons set out already, there are strong arguments as to why a taller corner would benefit the entire parade to the west.

5.58 The issue of height and greater density is covered at 4.2.4:

There is an expectation that higher residential densities will be delivered without recourse to tall buildings. Where new larger developments are proposed some variation in roofscape and height can provide visual interest to the streetscape and avoid overbearing and bulky building forms. Therefore, in some cases, differentiation in roof forms and roof lines within parameters based on the prevailing building height, in order to break up large blocks and reflect the predominantly domestic scale of the borough, may be acceptable.

5.59 Response: this welcome recognition that 'some variation in roofscape and height can provide visual interest' has informed the design process. Carefully managed extra height can be a positive presence on the street scene. Increased density of development is sought by the Borough (e.g. at para 3.1.30, 'Higher density development will be sought in more sustainable locations, such as the borough's centres') and can be delivered if the important qualification to building heights set out at para 4.2.4 is observed. This policy is therefore met.

The Local Plan: Policy LP 3: Designated Heritage Assets

5.60 It is clear that the existing building on the Site falls into the category set out at Section B3, in which 'the building or part of the building or structure makes no positive contribution to the character or distinctiveness of the area'. This negative quality has been accepted by the Borough and Planning Inspectorate. Its replacement with a building of quality is therefore an enhancement of the Conservation Area.

5.61 The welcome recognition at para 4.3.4 of the positive contributions made to the historic environment of 'new developments of an exceptional design' is relevant in this instance. The proposals enhance the setting of the neighbouring locally listed buildings and introduce a missing element into the locality: a 21st century building of genuine sophistication which respects its setting and draws inspiration from it in a contemporary manner. They rise to the challenge, set out under this policy, of taking opportunities to reinstate missing features which distract from an asset's significance: in this instance, the unresolved termination of the shopping parade. They therefore meet this policy in full.

The Local Plan: Policy LP 4: Non-designated Heritage Assets

5.62 The over-arching aim of this policy is to 'seek to preserve, and where possible enhance, the significance, character and setting of non-designated heritage assets, including Buildings of Townscape Merit, memorials, particularly war memorials, and other local historic features'.

5.63 Response: the proposals clearly enhance the setting of locally listed No 40 High Street, and, by extension, the rest of the locally listed shopping parade which runs westwards to Station Road. This document explains the significance of the affected non-designated heritage asset and the impact the proposals will have on it. They therefore meet this policy in full.

5.64 **Conclusion:** This assessment has gone through the extensive policies set out in the Local Plan and concludes that the proposals comply with all the policies set out therein.

Supplementary Planning Documents: Hampton Wick and Teddington Village Planning Guidance

5.65 The most local level of planning guidance is afforded by an adopted SPD devoted to Hampton Wick and Teddington of 2017. This breaks down the zone covered into character areas which draw on Conservation Area Statements and Studies. This includes (p.26) seven 'threats' and five 'opportunities' to enhance the area, the former determining the latter responses. It is therefore only necessary to rehearse the latter:

Preservation, enhancement and reinstatement of architectural quality and unity.

Retain and enhance front boundary treatments and discourage increase in the amount of hard surfacing in front gardens.

Coordination of colour and design and improvement in quality of street furniture and pavements.

Improvement of highways conditions and pedestrian convenience and rationalisation of existing signage and street furniture.

Retain and improve the quality of shopfronts and advertisements.

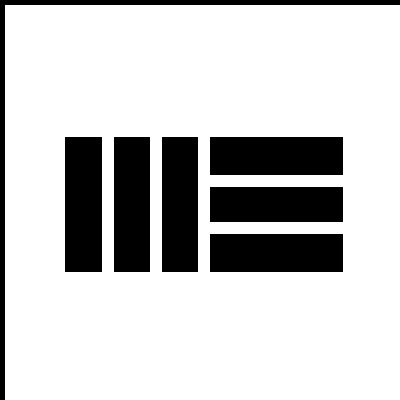
- 5.66 Response: The proposals meet these expectations. The final completion of the western parade will enhance architectural quality and bring about a hitherto-missing unity to the Site. The front boundary treatment along Cedar Road will be greatly enhanced through the elimination of unsightly hard-standing. Better design overall in terms of surfaces, signage, materials and an active frontage will replace the current ugly structure; the building's relationship with the pavement will be more traditional and firmer, and the frontage proposed for the building will draw on the recognised quality of Teddington's Victorian and Edwardian shopfronts in providing a new destination for the village.
- 5.67 **Conclusion:** the proposals are in keeping with the aspirations of the SPD and offer clear benefits at a local level to the quality and amenity of the Conservation Area.

MONTAGU EVANS

70 ST MARY AXE

LONDON

EC3A 8BE



WWW.MONTAGU-EVANS.CO.UK

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