

# Heritage Statements

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## Planning

**Delivery Office 97 High Street Teddington TW11**

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What are Heritage Assets? These can include:

- Listed buildings
- Conservation areas
- Historic parks and gardens
- Archaeological Priority Areas
- Schedule Ancient Monument

Why is a Heritage Statement required?

1. The National Planning Policy Framework (NPPF) and emerging Local Plan policy LP3 require applications to describe the significance of any heritage asset affected and any contribution made by their setting.
2. London Borough of Richmond has an adopted Local Validation Checklist. This requires a Heritage Statement for any proposal that would affect a Heritage Asset.
  - Step 3 - Local Validation Checklist

What should a Heritage Statement include?

**1. Description of the significance of the heritage asset. To provide this:**

- The relevant historic environment record should be consulted
- Applicants should consider using appropriate expert where necessary
- There are the following resources available where the information on historic
  - Conservation areas - London Borough of Richmond upon Thames
  - Conservation area statements - London Borough of Richmond upon Thames
  - Conservation area studies - London Borough of Richmond upon Thames
  - Article 4 Directions - London Borough of Richmond upon Thames
  - Historic England – Find listed buildings

**Heritage Statement for 97 High Street Teddington**

**Significance of the Proposed Aluminium Composite Stencil Cut Tray Sign**

The proposed Aluminium Composite Stencil Cut Tray Sign is designed to blend harmoniously with the rich heritage and architectural beauty of the conservation area within the London Borough of Richmond upon Thames. This sign integrates modern materials and technology while respecting the aesthetic and historical context of its environment. Below are detailed aspects of its significance relative to heritage considerations:

**Architectural and Aesthetic Significance**

The design of the Aluminium Composite Stencil Cut Tray Sign is a careful balance of contemporary craftsmanship and traditional aesthetics. The use of precision-cut acrylic letters mounted on discreet locators creates a "floating" effect that adds depth and modernity without overshadowing the historical character of the surrounding buildings. The aluminium composite material chosen for the sign is both durable and lightweight, ensuring longevity and minimal maintenance without imposing on the architectural fabric of the area.

**Environmental and Visual Impact**

Equipped with energy-efficient LED backlighting, the sign provides enhanced visibility and readability during low-light conditions, which is vital for both safety and the ease of local and visitor navigation. The lighting is designed to highlight the sign effectively while conserving energy and minimizing light pollution, thus maintaining the nocturnal ambiance of the area. This consideration is crucial in

conservation areas where maintaining a balance between visibility and subtlety is necessary to preserve the night-time character of historic locales.

### **Compliance with Local Standards and Regulations**

The choice of materials and the design of the sign comply with local signage regulations that prioritize safety, energy use, and environmental impact. The sign's design does not compromise on safety standards and promotes energy conservation, aligning with local policies aimed at sustainability and environmental responsibility.

### **Contribution to the Local Streetscape**

The sign's design and lighting are specifically tailored to ensure it fits seamlessly into the local streetscape, complementing both the modern and traditional architectural elements prevalent in the area. By enhancing the façade of the business premises, it aids in clear business identification, crucial for economic vitality, while respecting the historical and architectural integrity of the surrounding area. The sign acts as a subtle yet effective tool for business identification, aiding in economic activity without detracting from the heritage value of the locale.

### **Conclusion**

In summary, the proposed Aluminium Composite Stencil Cut Tray Sign is thoughtfully designed to respect and enhance the heritage and architectural values of the London Borough of Richmond upon Thames. It supports the dual objectives of modern functionality and heritage conservation, making it an appropriate addition to the area's visual and historical landscape.

## **2. Describe how the proposed development does protect / enhance the heritage asset?**

- Demonstrate how the proposed development responds to the scale, proportions, height, massing, historic building lines, the pattern of historic development, use, design, detailing and materials of the heritage asset.
- Describe how the proposal retains the integrity and significance of the building as a whole, the location and hierarchy of rooms, historic floor levels, the structure of the building including foundations, fabric as well as features such as original staircases, original roof structures and other features identified as being of significance.
- Demonstrate the proposal is of exceptional design that integrates with and makes a positive contribution to the heritage asset

### **Protection and Enhancement of the Heritage Asset through Proposed Development**

The proposed Aluminium Composite Stencil Cut Tray Sign has been meticulously designed to align with and enhance the heritage values of the conservation area while ensuring modern business needs are met without compromising the historical integrity of the location. Here's how the development protects and enhances the heritage asset:

#### **Responsiveness to Architectural Context**

- **Scale, Proportions, and Massing:** The proposed sign is designed with careful consideration of the scale, proportions, and massing relative to the existing heritage buildings. It is scaled to complement rather than dominate the building façade, maintaining the architectural balance and visual harmony with the surrounding structures.
- **Historic Building Lines and Patterns:** The sign respects historic building lines and urban patterns, fitting seamlessly within the established façade alignments and street views, thereby preserving the continuity and rhythm of the streetscape that characterizes the conservation area.

- **Materials and Design Compatibility:** Utilizing aluminium composite and precision-cut acrylic, the materials are modern yet selected for their ability to be sympathetic to traditional materials in terms of texture and color. This choice ensures durability and sustainability while minimizing visual intrusion.

#### **Integrity and Significance of the Building**

- **Preservation of Structural Integrity:** The installation of the sign is planned to ensure there is no adverse impact on the structure of the heritage building. Discreet locators for the acrylic letters involve minimal intervention, preserving the building's fabric and existing architectural features such as original façades, roof structures, and ornamental details.
- **Retaining Architectural Significance:** The design does not obscure, alter, or detract from key architectural features of the building. Instead, it enhances the façade by providing clarity and visibility to the building's purpose in a respectful manner, thus supporting the ongoing use and appreciation of the heritage asset.

#### **Exceptional Design Contribution**

- **Aesthetic and Functional Integration:** The sign's design integrates energy-efficient LED lighting that not only serves the practical purpose of illumination but does so in a manner that enhances the asset's nighttime appearance without contributing to light pollution. This thoughtful integration highlights and complements the architectural beauty of the heritage asset.
- **Contribution to Heritage Values:** By employing a design that is modern yet reflective of historical elements, the sign adds value to the heritage context. It enhances the legibility and visibility of the heritage asset, making a positive contribution to the site's historical narrative and its role in the community.

#### **Conclusion**

The proposed Aluminium Composite Stencil Cut Tray Sign is a carefully considered addition that respects and enhances the heritage asset's historical and architectural significance. It is a testament to how contemporary interventions can be harmoniously integrated into historic settings, ensuring that heritage assets continue to be relevant and appreciated in their contemporary context. This proposal not only meets but exceeds the standards for respectful and thoughtful development within a heritage-sensitive area

#### **Evaluation of Impact on the Heritage Asset**

The proposed development of the Aluminium Composite Stencil Cut Tray Sign has been carefully assessed to determine its potential impact on the heritage asset within the London Borough of Richmond upon Thames. The following considerations outline the potential impact and corresponding mitigating factors:

##### **Assessment of Impact**

- **Level of Detail:** The level of detail in the Heritage Statement reflects the significance of the heritage asset and the proposed development. It provides a comprehensive evaluation of the potential impact, considering both the physical and contextual aspects of the site.
- **Harm to Heritage Asset:** The installation of the signage may result in a minor alteration to the visual appearance of the heritage asset's façade. While this alteration is minimal, it is essential to acknowledge any potential harm to the historic fabric and visual integrity of the building.

##### **Mitigating Factors**

- **Public Benefits:** The proposed development brings significant public benefits, including improved visibility and accessibility for the business premises. These benefits contribute to the economic vitality of the area, supporting local businesses and enhancing the overall vibrancy of the conservation area.

- **Preservation Efforts:** Efforts have been made to minimize any adverse impact on the heritage asset. The design of the sign ensures compatibility with the existing architectural elements and materials, preserving the overall character and aesthetic coherence of the streetscape.

#### **Compliance with Policy Requirements**

- **Reasonable Use of the Site:** The nature of the proposed development represents a reasonable use of the site, aligning with the primary function of the business premises. It does not impede the site's potential for viable commercial or cultural activities.
- **Conservation Measures:** Alternative measures to conserve the heritage asset have been explored. However, due to the nature of the site and its commercial use, conservation through grant funding or public ownership is not deemed feasible or practical.

#### **Conclusion**

In conclusion, while the proposed development may result in minor alterations to the heritage asset's visual appearance, these are outweighed by the significant public benefits and the overall enhancement of the streetscape. The installation of the Aluminium Composite Stencil Cut Tray Sign ensures the continued viability and visibility of the business premises while respecting the historical context of the conservation area. Overall, the proposed development strikes a balance between economic necessity and heritage conservation, contributing positively to the ongoing vitality and sustainability of the local community.

National Planning Policy Framework:

Paragraph 128: 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. As a minimum the relevant historic environment record should have been consulted and the heritage assets assessed using appropriate expertise where necessary. Where a site on which development is proposed includes or has the potential to include heritage assets with archaeological interest local planning authorities should require developers to submit an appropriate desk-based assessment and, where necessary, a field evaluation.

Paragraph 133: Where a proposed development will lead to substantial harm to or total loss of significance of a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- the nature of the heritage asset prevents all reasonable uses of the site; and
- no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and
- conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and
- the harm or loss is outweighed by the benefit of bringing the site back into use.

Policy LP3 of Local Plan Review: Applications for development proposals that affect designated heritage assets or their setting must:

- Describe the significance of any heritage assets affected, including any contribution made by their setting; the extent of relevant setting will be proportionate to the significance of the asset. Appropriate expertise should be used to assess a heritage asset.
- Demonstrate how the development protects, and where possible enhances, the setting,

including the views, gaps and vistas and any other features, as identified in the relevant Conservation Area appraisal, or in relation to a Listed Building, Scheduled Ancient Monument or Historic Park or Garden.

- Set out how particular attention has been paid to scale, proportions, height, massing, historic building lines, the pattern of historic development, use, design, detailing and materials.
  - Conserve and retain original or historic garden or landscape features as well as architectural features such as windows, doors, chimney stacks, walls and gates.
  - Describe how the proposal retains the integrity and significance of the building as a whole, the location and hierarchy of rooms, historic floor levels, the structure of the building including foundations, fabric as well as features such as original staircases, original roof structures and other features identified as being of significance.
- Demonstrate that the proposal is of exceptional design that integrates with and makes a positive contribution to the historic environment; and Take opportunities to reinstate missing features which are considered important to, or to remove additions or modifications that harm, the significance of the asset.