

5 Station Parade

Richmond TW9

3PZ

Full planning application for a replacement shopfront.

INTRODUCTION

This document has been prepared to support a full planning application to replace the existing shopfront at 5 Station Parade, Richmond, TW93PZ.

The application property is the southernmost member of a Victorian terrace with shopfronts at ground floor comprising even numbers 2-18 Station Parade. The scope of the application is limited to the ground floor shopfront. The application falls within the Kew Gardens Conservation Area (CA15, designated 1982, and formerly known as the Lichfield Road Conservation Area). The property is not listed but the parade has been locally designated as a Building of Townscape Merit (BTM).

DESIGN AND ACCESS STATEMENT

The scope of the proposal is limited to refurbishing the existing shopfront at 5 Station Parade. The access arrangements for the premises will not be affected, nor will the use, or refuse arrangements. The appearance and facing materials will be renewed, it to replace the original shop frame design and also to incorporate disabled access.

HERITAGE STATEMENT

The property lies within the Kew Gardens Conservation Area (CA15) and has been locally designated as a Building of Townscape Merit. The heritage assets at 5 Station Parade are the original Victorian architectural elements and facing materials such as the decorative plaster on the southern boundary to the adjacent residential property what remains of the original Victorian proportions and composition of the ground floor shopfront element, and the contribution to the street scene of Station Parade and nearby Station Approach through the homogeneous treatment of the terraced facades with consistent Victorian details and finishes.

The existing materials at the first and second floors are red facing brickwork, white painted sash windows, grey slate tiles roofs, and white painted ornamental stone lintels and cills. The existing materials to the ground floor shopfronts are less homogenous but generally consist of heavily glazed shopfronts with painted timber or metal frames, painted or bare stonework, projecting painted timber or bare stone fascia's, and the highly distinctive tiled pilasters with white painted cornice and pedimented cap which are used to divide the various shopfronts.

Currently the shopfront at 5 Station Parade has a limited contribution to the street scene and the conservation area as a result of many of the original features, materials, and proportions that characterize the surrounding shopfronts being lost due to 20th century refurbishment works. In particular the traditional tiled, corniced, and pedimented pilaster which originally divided 5 Station Parade from the adjacent shopfront.

The existing shopfront has an uncharacteristically flat appearance compared with the better preserved shopfronts, with very little definition on the pilasters, solid panels, or fascia, all of which are painted. The size of the fascia panel bearing the signage is much larger than those on the more original shopfronts, These properties are well maintained heritage assets and have much more elegant and attractive proportions compared to the less well preserved shopfronts

The proposed alterations have been carefully considered to enhance the identified heritage assets and the performance and longevity of the shopfront for its tenant. The proposal comprises the following alterations:

The alterations to the shopfront are subtle but are deemed to represent a significant improvement to the overall appearance and performance of the shopfront. The small increase to the glazed area will be achieved by decreasing the height of the stall riser below the windows, and reducing the width of the pilaster elements between the glazing to improve the overall proportions and better respect the various well preserved and attractive Victorian shopfronts elsewhere on the parade. As a consequence of these minor design alterations the doorway will become slightly larger, improving the accessibility of the property for people with mobility aids or prams. Upgrading the 4mm glazing to 6.8mm acoustic glazing will greatly improve the energy efficiency of the property and the quality of internal environment of the occupants by reducing street and aircraft noise. The proposed materials are almost identical to the existing materials but will improve the appearance of the shopfront by introducing much needed definition between the solid fascia and pilaster elements and the more permeable glazed shopfront elements.