

Design and Access / Heritage Statement

4-6 The Causeway, Teddington, TW11 0HE

Refurbishment of Existing Shop Front

6th September 2024



Fig. 1. 4-6 The Causeway

1.0 The Site

4-6 The Causeway forms part of a terrace of shops in one of the main shopping areas in Teddington.

The ground floor of is occupied by Sims, an opticians that has traded on the site for over 120 years. The remaining first and second floors comprise of offices and one residential flat.

2.0 Significance

Located within the Broad Street Conservation Area, the Area 84 statement gives no specific mention to 4-6 although it does highlight the following:

“ Along the remainder of Broad Street there is a variety of shopfronts, some more historically sympathetic than other, with most parts the fascia boards, pilasters and corbelling intact for the majority of the street. The upper levels are more sympathetic and original in detailing with some buildings retaining historic glazing and roof forms which remain unaltered.”

The property is not a building of Townscape Merit.



Fig. 2 and 3 – site context (Fig 2. No 8 The Causeway, Fig. 3. Fascia of 70-72 Broad Street)

Using LBRUT supplementary planning guidance (Section 3) we believe the current shopfront of 4-6 demonstrates a ‘Grade C’ shopfront as it has limited original features and therefore has a neutral impact on the street scene. It is formed using an aluminium frame with modern silicone glazed units, no stallrisers and large brushed aluminium effect fascias with oversized back lit signage. The pilasters are tiled with dark grey marble effect tiles.

3.0 Proposals and Impact

The application proposal is to refurbish the existing façade to provide a more traditional and in keeping shop front. The entire scheme will be painted matt antique white.

The current layout and aluminium frame will be retained and painted antique white. Panelled stallrisers will be added to the lower sections of the windows (currently opaque glass) and the tiled pilasters will be clad creating a panelled effect. The top fascia and signage will be replaced with antique white sign trays and smaller, laser cut stainless steel signage lit by top mounted LED light bars. High quality materials are proposed.

4.0 Conclusion

The proposals have considered the street scene as a whole. The Causeway and Broad Street have a mixture of traditional and modern shop frontage (see images below). With the addition of stallrisers (to a height matching No 8 The Causeway), panelled pilasters and by changing the colour scheme and the prominent modern fascia and signage to a more in keeping and traditional design, we feel the proposed changes are sympathetic to the character of the building and the street as a whole.

We believe these proposals should be considered acceptable.

Examples of shopfronts in the immediate vicinity.



Fig. 4 – 30 -35 Broad Street



Fig. 5 – 20 – 28 Broad Street



Fig. 6 – 70-72 Broad Street



Fig. 7 – 16 – 20 The Causeway



Fig. 8 – 8 The Causeway