

LONDON BOROUGH OF RICHMOND  
UPON THAMES  
Planning  
Civic Centre  
44 York Street  
Twickenham  
TW1 3BZ

Re: Heritage Statement to support Advertisement Consent application at 175 Hampton Road,  
Twickenham TW2 5NG (application ref. 24/2900/ADV)

PROJECT  
175 Hampton Road

25th November 2024

**To whom it may concern,**

This Heritage Statement has been prepared on behalf of Fennies Day Nurseries to support an application for consent to display an advertisement at 175 Hampton Road, Twickenham. It is to be read in conjunction with the application drawings.

**Application Site and Existing Building**

The subject site, 175 Hampton Road, is located southwest of Twickenham on a corner plot between Hampton Road on its western side and Stanley Road which extends along its northern and eastern side. Today the site is occupied by the former Nelson Inn and its converted former stable block. The site is only subject to one relevant heritage designation; the former Nelson Inn is identified as a non-designated heritage asset (NDHA) through addition to the local list and is recognised as a Building of Townscape Merit.

The significance of the subject property is largely derived from it having been first developed in the mid-19th century as a wayside Inn with stabling as part of the wider expansion and eventual urbanisation of this part of Twickenham. Although of local historic interest, the subject building itself is of limited architectural and historical interest, as implied by it not being statutory designated.

Though its original context and setting has been subject to wholesale change, the main body of the original inn and coach house/ stables still play a recognisable role in illustrating the development history of this part of Twickenham, and both make a positive contribution to the character and appearance of the immediate area. This is largely a result of the contribution made by the architectural treatment of the two, two-storey, street facing facades, and the relative association the Inn has with the coach house/ stable block.

The overall significance of the subject site / property is, therefore, considered to be low and weighted towards the contribution of the earlier sections of the former Inn as they face on to Stanley Road and Hampton Road.

**Summary of Proposed Works**

The application seeks approval for three separate signs, two of which are on the main Inn building and the third on the former stable block building.

The two signs on the main building will replace previous signage which was in place during the building's previous use as a restaurant (see *Figure 1*). The larger sign, which has surface-mounted metal lettering, will have a decorated backboard to provide a flat surface, painted to match the colour of the building. This will reduce the visual impact of the sign.

The smaller sign will be fixed within an existing wall recess at the corner of the building at the junction of Hampton Road with Stanley Road. The sign will not project from the building more than the depth of the sign itself and it will not be illuminated.

The proposed sign on the former stable block building will be surface-mounted metal lettering with no backboard (see *Figure 2*). As described above, this will reduce the visual impact of the sign.



Figure 1: Google Streetview of 175 Hampton Road in May 2017 showing previous signage



Figure 2: Surface mounted metal lettering with no backboard

### Conclusion

In conclusion, and in line with Policy LP 4 from the Richmond Upon Thames Local Plan Policies, (Non-Designated Heritage Assets NDHA) the proposed signage will result in no physical alterations or loss of any historic fabric that contributes to the ability to understand and appreciate the significance of this NDHA. The signs have been designed sensitively to reduce the visual impact and they are not deemed to have a negative effect on the buildings.

I trust the above and attached information is sufficient for determining the application. Please do not hesitate to contact me if you require anything further.

Yours sincerely,

Sophie Griffiths  
Architect & Director  
For and on behalf of Sophie Griffiths Architects Ltd