



Heritage Statement

WHSmith 16 - 17 George Street Richmond TW9 1JS

Prepared by

Greens the Signmakers Ltd

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Introduction

This Heritage Statement has been prepared by Greens the Signmakers Ltd on behalf of WH Smith. The purpose of this assessment is to provide a description and justification of the proposed works to support the advertisement consent for the property of 16 - 17 George Street Richmond TW9 1JS and proposed signage associated with the 'Toys R Us' concession. This document provides details of the application, identification of any heritage assets, and impact upon the conservation area.

Application Details

Applicant's name: WH Smith

Applicant's address: WH Smith, Greenbridge Road, Swindon SN3 3RX

Submission date: 27th November 2024

Site address: 16 - 17 George Street Richmond TW9 1JS

Application reference number: 24/2968/ADV

About WH Smith PLC:

WH Smith PLC is a leading global retailer for news, books and convenience, and is made up of two core businesses – Travel and High Street.

Details of the proposal:

Installation of Toys R Us branded fascia sign



Heritage Assets:

Is the application site located within a conservation area?	Yes
Which conservation area is the application located within? Conservation Area 17	Central Richmond
Is any part of the application site a listed building or listed garden?	No
Is the application site within 15m of a listed building or listed garden?	Yes

Heritage Statement

The conservation area lies to the south east of Richmond Green, centred on George Street and the Quadrant. It adjoins a number of other surrounding conservation areas. The property is in close proximity to various Grade II Listed Buildings, heritage style proposals will be implemented to be sympathetic to the conservation area location.

Impact of proposed development upon conservation area

Changes proposed as part of the retail concession to incorporate Toys R Us includes installing heritage aesthetic styled signage to the existing front. The existing Post Office fascia will be replaced with a new fascia showing both the Post Office and Toys R Us branding on the one fascia. The new fascia will be of the same size and specification as the existing fascia. The proposal also involves installing internally applied vinyls to the windows that are set back from the very front of the store around the entrance area. None of the signage will be illuminated. These additions are very much keeping with the character of the area and will have very little impact on the surrounding properties.

Mitigation measures

As the new fascia sign is the same size and specification as the existing sign, this will ensure that no historic features are covered up, and no damage will be done to the building as all fixing will be in the same place as the existing signage. Keeping the proposed signage in the same style as the existing signage and having non-illuminated signage will ensure that it is in keeping with the other buildings in the area.

Photo of the building

Existing:



Proposed:

