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THE WALDEGRAVE ARMS, 209(A)/211 WALDEGRAVE ROAD, TEDDINGTON, SURREY



**CONSERVATION STATEMENT
to accompany an application for Planning Permission**

22 August 2007

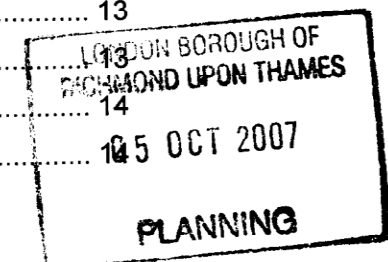


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LONDON BOROUGH OF
RICHMOND UPON THAMES
05 OCT 2007
PLANNING

INTRODUCTION

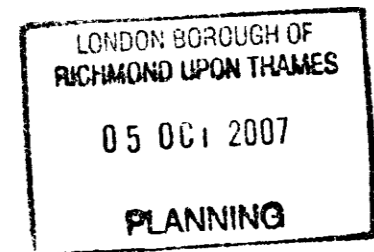
1.1 Purpose

This Conservation Statement accompanies the planning application for the alteration and extension to the building known as "The Waldegrave Arms" (the "pub"). The existing building is designated as a Building of Townscape Merit (BTM) by the London Borough of Richmond and Thames.

This Statement should be read in conjunction with the Planning Application documents comprising the Planning Statement, Design and Access Statement and the architectural plans prepared by HFBT Architects.

The purpose of this Statement is to examine the potential and actual effects of the proposed extensions prepared by HFBT Architects, on the townscape merit of the pub in accordance with Policy BLT 4 of the Unitary Development Plan First Review (UDP).

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2 THE SITE

2.1 Location and Urban Context

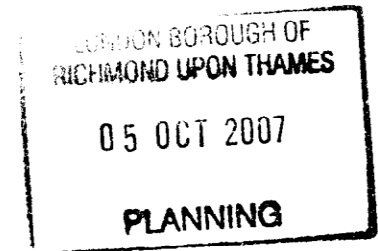
The Town of Teddington is located in the northern end of the County of Surrey, between Richmond and Sunbury. To the west is Heathrow Airport and to the east the Thames. Teddington is in the London Borough of Richmond upon Thames.

The development site is located on the south side of the junction of Shacklegate Lane and Waldegrave Road.

During the 18th and early 19th century the urban context consisted of pockets of industrial activity, including a wax manufactory. However, less than a half-mile away Horace Walpole's Gothick treasure, Strawberry Hill could be found. Development was lineal and irregular.

Today, the immediate area around the Waldegrave Arms is characterised by an amalgam of late 19th and 20th century residential and commercial development of little architectural or historic merit. A mix of styles of two-storey residential and commercial buildings, retail outlets and the railway line produce a varied townscape, of which The Waldegrave Arms is prominently positioned.

For further details regarding key views and vistas, general character and plan form and landscape setting associated with The Waldegrave Arms site, refer to pages 3-4 in Appendix 1 – Historic Building Report.



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3 THE BUILDING OF TOWNSCAPE MERIT

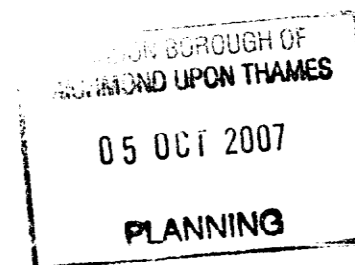
Pubs were usually the first buildings to be erected within speculative urban redevelopment, and were usually located the most prominent corner plots in order to act as the equivalent to the present-day "anchor store". The Waldegrave Arms is one such pub and is designated by the Council as a "building of townscape merit". It is an unlisted building and it is not within a conservation area.

The building contains no historic fabric of particular merit, and does not meet the criteria for listing. By considering the Council's description of "What are Buildings of Townscape Merit?" it is likely that the pub was designated under one or more of the following criteria:

- retains a substantial portion of original features;
- displays special value within a certain type or illustrates social, economic or industrial history (e.g. railway stations, schools, almshouses, etc); or
- by reason of its appropriateness to the site and inter-relationship with other buildings makes a unique contribution to the townscape

While the pub is a BTM for which Council policy intends that it should be treated in a similar manner to a listed building, it is clear that legislation (the *Planning (Listed Buildings and Conservation Areas) Act* and Planning Policy Guidance 15: (PPG 15)) cannot intend that an unlisted building be treated with the same degree of control.

The present pub is set on a prominent corner amongst a context of architectural mediocrity. The building is not particularly significant in architectural terms, and has an overt horizontality which offers only a modest enhancement to its status or setting.



4 HISTORICAL DEVELOPMENT **07 / 3470 / FUL**

For details regarding Historical Development of the area and The Waldegrave Arms site, refer to pages 4-13 in Appendix 1 – Historic Building Report.



5 THE PLANNING FRAMEWORK

5.1 The Unitary Development Plan (UDP) of The London Borough of Richmond upon Thames

This assessment has had regard to Policy BLT 4 of the UDP regarding the protection of buildings of townscape merit. In this regard, it is acknowledged that the Council has also outlined its approach to buildings of townscape merit, which follows the policy below.

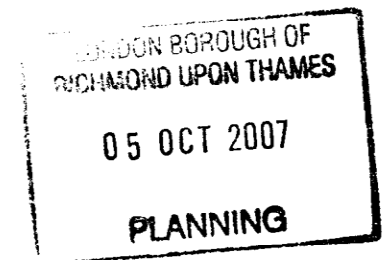
5.1.1 Policy BLT 4 – Protection of Buildings of Townscape Merit

The Council will seek to protect and encourage the preservation and enhancement of buildings of townscape merit and will use its powers where possible to protect their character and settings.

5.1.2 The Council's Approach to Buildings of Townscape Merit

Buildings of townscape merit will be identified in supplementary planning guidance. The criteria used for selecting buildings of townscape merit are set out in the Council's Planning Information Leaflet No 6 "Buildings of Townscape Merit". There are a number of buildings and groups of buildings of historic or architectural interest which contribute significantly to the townscape but are not on the statutory list. The Council has control over the demolition of those which are in conservation areas, but elsewhere its powers are more limited. There will be a presumption against demolition of buildings of townscape merit; but, should it prove necessary, a high standard of design, complementing the surrounding area, will be required in any replacement building. The Council will endeavour to protect the character and setting of buildings of townscape merit by as far as possible treating proposals for works to or close to them, which would be visible from the street or any other place used by the public, as if they were listed buildings, although these buildings do not enjoy the full protection afforded to statutorily listed buildings. The existing list of buildings of townscape merit will be reviewed as resources

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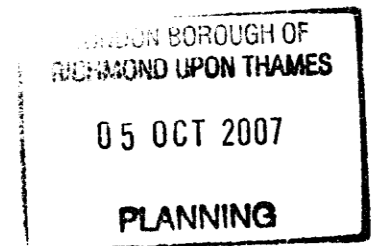


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permit with highest priorities to areas where there is most pressure for redevelopment and as appropriate. Proposals for additions or deletions to the Schedule of Buildings of Townscape Merit will normally be subject to public consultation, whether they occur within or outside conservation areas.

Response: The proposed alterations and extension to The Waldegrave Arms will serve to protect the BTM and will introduce new elements into the townscape that may be regarded as an enhancement to the townscape. In this regard, it is considered that the proposed alterations and extensions would satisfy Policy BLT 4 of the UDP.



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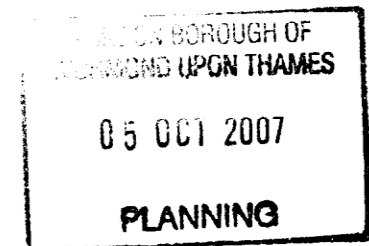
6 DESCRIPTION OF PROPOSED WORKS

6.1 The Proposal

A detailed description of the proposal has been provided in Section 4 of the Planning Statement and referenced in the Design Statement as well as the Revised Scheme 10 August 2007 designs prepared by HFBT Architects.

In essence, the proposed alterations and extensions to The Waldegrave Arms include:

- refurbishment of The Waldegrave Arms;
- alterations to The Waldegrave Arms including extensions to the existing roof and the construction of two north-facing dormers; and
- extension to The Waldegrave Arms in the form of a new three-storey residential building to the south along Waldegrave Road and to the west along Shacklegate Lane



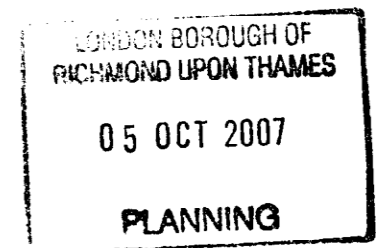
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7 SCOPE OF POTENTIAL IMPACT

The proposed development will have impact upon:

- a. the form and features of The Waldegrave Arms;
- b. the setting of The Waldegrave Arms; and
- c. townscape character



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8 IMPACT OF THE PROPOSED DEVELOPMENT ON A BUILDING OF TOWNSCAPE MERIT

8.1 Urban Form

The undeveloped land west of the pub has always remained vacant; however, its inclusion within this development would strengthen the built edge that may be used to define this important intersection.

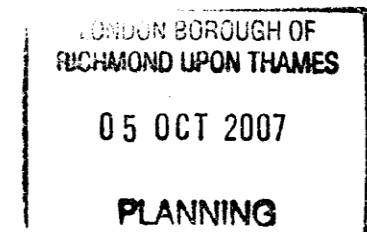
The incremental change in the street wall from the southwest portion of Waldegrave Road to the subject site presents an opportunity to build up to a "visual crescendo" culminating with The Waldegrave Arms as the exclamation of built form.

The three-storey two-bay streetscape to the south of the pub is interrupted by the gap site, leaving the pub isolated from the remaining streetscape. The proposed development demands a certain mass and height in order to provide a satisfactory continuation of the "street wall" in filling the present gap site adjacent to the pub. This creates some design tension in respect of the prominence of the pub as a townscape element; however it is considered that such tension is partially mitigated by the siting and height of the proposed extension.

The proposed development maintains the historical setback of built form south of the pub, ensuring that the extension plays a subordinate role to the pub. Such subordinate relationships are considered important conservation principles. The impact of this intervention on the building of townscape merit is considered to be moderate and beneficial.

8.2 External Features

The retention of the existing boundary wall along Shacklegate Lane and altering same with the addition of railings serves as a unifying



element along the footpath. The impact of this intervention on the building of townscape merit is considered to be minor and beneficial.

8.3 Roofs

The roof extension and proposed dormers have been carefully designed to adopt a traditional architectural ethos. The proposed roof extension employs the architectural language of the existing pub.

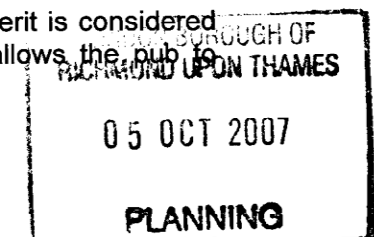
Alterations to the west and south side of the existing pitched roof to create additional headroom to the west and the creation of two dormers facing Shacklegate Lane replicating the principle characteristics of the pub's roofscape.

The impact of these interventions on the building of townscape merit is considered to have a minor adverse effect because they will impact on the building's original features.

8.4 Scale

The scale, bulk and location of the new development give the existing building a great deal more presence on its prominent corner and ensures that the new development remains subservient to its dominance without emasculating or compromising the new design which provides a satisfactory urban streetscape, albeit in a contemporary idiom.

The impact of scale on the building of townscape merit is considered to have a substantial beneficial effect because it allows the pub to retain its prominence.



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8.5 Exterior elevations

The rhythm of new windows in conjunction with a compatible response to the ratio of solid-to-void in the extension serves to strengthen the existing streetscape.

The recessed elements of the new building provides for façade modulation, which reinforces the pre-eminence of the pub.

The use of materials interprets the traditional tonal values of the pub is compatible with the pub.

The impact of these interventions on the building of townscape merit is considered to have a moderate beneficial effect because they are compatible responses to their context.

8.6 Alterations

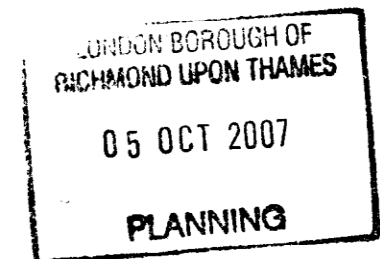
The removal of minor extensions to the south and west and the garage to the west will enhance those townscape values, which are characterised by a built-up streetscape.

8.7 Chimneys

The proposed retention of prominent chimneys on the moderately-pitched roof slope is considered to be beneficial since they make a positive contribution to the roofscape.

8.8 Windows

It is considered that the proposed alterations to the ground floor windows on the north elevation would not have an adverse effect that would be considered more than minor.



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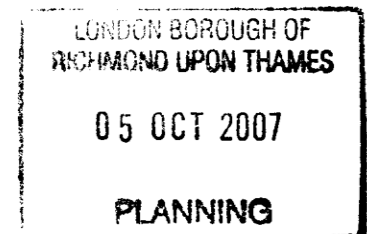
9 SUMMARY OF IMPACT ON TOWNSCAPE CHARACTER

The proposed extension would result in a moderate change to the setting of The Waldegrave Arms; that being a change that makes an appreciable difference to the ability to understand the historical setting and townscape character.

It is considered that there would be a minor change on the form and features of The Waldegrave Arms, which would only make a small difference to the ability to understand and appreciate the townscape setting.

It is also considered that there would be a moderate change to the character and appearance of the townscape, which would make an appreciable difference to the ability to understand the historical setting and townscape character.

On balance, it is considered that the overall impact on the townscape character would be moderately beneficial.



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10 CONCLUSION

With the exception of the roof, the essential elements of the pub's design interest remain unaltered, and its townscape value - its principal contribution to the immediate environs and the criterion for its distinction as the building of merit - is enhanced.

Even though the tenets of PPG 15 and other guidance in respect of listed buildings and conservation areas do not apply to the pub, those documents all acknowledge that incremental change is an acceptable premise in the continuing development of the urban townscape.

Further, although this is not a conservation area, the approach has been adopted as one of enhancing the present immediate environs, whilst providing the most suitable and apposite regeneration of the site.

In this regard, the solution proposed is one that alters the existing context in a manner that enhances the pub and its contribution to townscape setting.

In accordance with guidance contained in Policy BLT 4 of the London Borough of Richmond upon Thames's Unitary Development Plan First Review (UDP), regarding encouraging the protection of the character of Buildings of Townscape Merit (BTM), it is considered that the proposed alterations and extension to The Waldegrave Arms would have some adverse effects as discussed herein, however, the overall impact of the proposed alterations and extensions would be moderately beneficial and would assist in the long-term retention and more effective utilisation of the BTM.

