

HERITAGE, DESIGN AND ACCESS STATEMENT FOR PROPOSED SHOP FRONTS ALTERATIONS AT NO. 151 HIGH STREET, RUISLIP (Vitos Cafe)

Shopfront (in Ruislip Village Conservation Area)

Proposal

Installation of a new externally illuminated fascia sign and window vinyl graphics with swan neck downlighters and projecting sign and new awning.

Features of the existing site

The building is a Semi-Detached building with decorative pilasters, original sash windows and handsome style sash windows that match the upper floor on both sides.

At ground floor level, the current signage is a backlit illuminated box in a poor state of repair with peeling vinyl lettering. The aluminium shop front has a central door and glass that goes down the floor level with no stallriser. The shop front is not original and is marked and scratched with peeling paint. The shop has an external security shutter similar to many in the high street which will remain in situ and has been in place for at least 10 years.

The Dutch awning is dirty and needs repairing.

Access

The access to the shop is unchanged.

Appearance of the proposed development

The proposed changes clean up the shop front and add a projecting sign. The awning and signage will be replaced.

The new fascia sign will be externally illuminated with a warm wash of light from three swan neck silver downlights. As per the drawings supplied the signage is in deep red to match the shop front with a bullnose moulding with white vinyl lettering.

The window graphics are simple in appearance and match the logo. The projecting sign also matches the main sign with a black bracket and white lettering on an aluminium tray.

The existing Dutch awning will be removed and replaced with a retractable fabric awning.

The proposals have been considered in conjunction with the Council's Design Guidance for Shopfronts (Local Plan Part 2) as well as taking into consideration the

relevant policies DMHB2 Listed Buildings; DMHB4 Conservation Areas and DMHB13 Shopfronts.

Heritage

Heritage Asset / Significance

The property is situated in the Ruislip Village Conservation Area.

As highlighted in the Conservation Area Appraisal (6.14), the majority of shops within the high street have lost their original shop fronts, although many still retain the pilasters, brackets and cornices that formed part of the original shop fronts.

Impact

The new fascia signs and lettering are more in keeping with the architecture while also helping the promote the business with their new branding. The graphics in the windows will help promote the business to passers-by.

The proposals are a positive enhancement to the heritage assets and will not harm the character and appearance of the Ruislip Village Conservation Area. The proposals are, therefore, in accordance with the guidance and policies contained within the London Borough of Hillingdon Local Plan Part 2.