

HERITAGE, DESIGN AND ACCESS STATEMENT FOR PROPOSED SHOP FRONTS ALTERATIONS AT NO. 7 HIGH STREET, RUISLIP (LUCKY SEVEN)

Shopfront (in Ruislip Village Conservation Area and forms part of a Grade II listed building)

Proposal

Installation of new awning, fascia sign, window vinyl graphics and side wall sign

Features of the existing site

The premises at 7 High Street forms part of a Grade II Listed Building. The building has a traditional timber shop front with original art deco decorative windows.

The shop front currently has a temporary PVC banner sign fixed to the fascia area which has a cluttered appearance and distracts from the nature of the Conservation Area.

Access

The access to the shop is unchanged.

Appearance of the proposed development

The existing traditional shopfront will be retained.

The new fascia sign will have bullnose mouldings and flat graphics.

A new fascia sign is required to reflect their new business name and is designed to be sympathetic to the original space allocated for the shop sign.

A new retractable fabric awning will feature below the sign.

A side wall sign painted directly onto the wall is proposed.

The colour and size of the proposed window vinyl graphics are sympathetic to the style and architecture of the building.

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 a Grade II Listed Building situated in the Ruislip Village Conservation Area.

This premises has a traditional timber shop front and original decorative windows which will be retained.

Impact

The new traditional style fascia sign with bullnose edging and flat graphics are sympathetic to the period of the building. This will replace the existing PVC temporary banner to enhance the look of this Grade II building and the wider Conservation Area.

The side wall sign is traditional in appearance and replicates would be of great benefit to the business. The proportions and design is similar to old ghost signs which would have been traditionally painted on the wall.

The awning is beneficial to the business in helping to protect customers from the harsh summer sun and help to keep the premises cooler, especially with the record temperatures we are having. The graphics in the windows will help promote the business to passers-by being at eye level.

The proposals are a positive enhancement to the heritage assets and will not harm the character or special interest of the listed building nor 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.