

Our ref: MB1147

Your Ref: PP-11502533

Matthew Brewer

07919 890 207

Matt.Brewer@urbanspaceplanning.co.uk

London Borough of Hillington
Development Control

1 September 2022

Via PlanningPortal

Dear Sir/Madam

**56-58 HIGH STREET, RUISLIP, HA4 7AA
FULL PLANNING APPLICATION – SHOPFRONT ALTERATIONS
PLANNING & DESIGN AND ACCESS STATEMENT**

On behalf of our client, Demipower Group, please find enclosed an application for planning permission for alterations to the existing shopfront in relation to the occupation of the ground floor of 56-58 High Street, Ruislip by KFC. A separate advertisement consent application for the associated signage has been submitted in parallel.

The proposals within these two applications follow detailed review and heritage assessment of the site, local listed significance of the building and those adjacent, and the character of the conservation area and the comments on the previous withdrawn applications. RPS Heritage has completed detailed historic research, site visit and walkover survey of the surrounding centre and conservation area, map studies and assessment of the previous approvals and shopfronts and signage within the locality.

The advice and input of RPS Heritage has been fully taken into account in designing the new proposals within this current application. The Built Heritage Statement submitted in support of this application provides the details of the research and background work undertaken, assessment of the current heritage baseline and current site and surroundings, and analysis of the proposed shopfront and signage.

This planning application comprises the following:

- Application forms and certificates
- Covering Letter (this letter) including supporting planning consideration and Design and Access Statement
- 1:1250 Site Location Plan
- Existing and Proposed Elevation (Ref: 3205/PL210 Rev E)

Application Site

The premises which are the subject of these applications comprise double fronted ground floor commercial premises, fronting High Street to the north-east. The premises are in lawful use as a mixed restaurant and hot food takeaway. The premises form part of a two-storey mid-terrace building located within a parade comprising commercial uses at ground floor level and either ancillary or standalone commercial floorspace, or residential properties, at first floor level. The application building and its surroundings are located within the designated town centre of Ruislip.

Both the application building and its surroundings are located within the Ruislip Village Conservation Area. The Conservation Area was first designated in 1969, however the premises was not included within it until the extension of the area in January 2009. The application building itself is not statutorily listed, however the row of buildings does have a local listing.

The conservation was extended in 2009 to include the entirety of the High Street. The High Street contains a mix of commercial uses at ground floor, with a variety of shopfronts and signage evident on buildings and premises across the area, which form part of the character of the conservation area in this location in respect of these ground floor commercial premises.

Photos of some of these are shown below for context:



Site & Planning History

The entire ground floor premises within the property has been in use as a restaurant / takeaway since at least 2007, following the grant of consent for the change of use of the ground floor of No. 56 to A3 restaurant and café in connection with the use of No. 58 (Ref: 17961/APP/2007/1809).

No. 58 has been in use as a restaurant / takeaway since at least 1985, whilst KFC has operated from the premises for over 25 years.

Following the amalgamation of the ground floor commercial units within No. 56 and 58 subsequent to the 2007 approval, the units were occupied jointly by KFC, with approvals for new shopfronts and signage approved in 2009 and 2010 (Refs: 17961/APP/2009/796; 17961/ADV/2009/46 & 17961/APP/2010/1837). Whilst the existing premises is not 100% in line with the approvals, there are only very minor deviations from these approved applications. These consents were issued in June 2009, August 2009 and October 2010 respectively and therefore all were assessed and approved in relation to the designation of the site within the extended conservation area. They therefore provide an appropriate and relevant baseline for consideration of the current proposals for the site.

Most recently a planning application for a new shopfront and advertisement consent for signage was withdrawn in respect of No 56 & No. 58 (Refs: 17961/ADV/2021/45 & 17961/APP/2021/3578). The considerations and comments raised as part the consideration of these applications, together with the heritage assessment and research set out in the Built Heritage Assessment, has been taken into account in designing this new proposal.

Proposal

The submission proposes amendments to the shopfront to improve the overall appearance and condition of the ground floor commercial unit. The proposal retains the existing aluminium window frames and the overall proportions of the shopfront, scale of the fascia, together with the entrance position, are unchanged. The stall riser is to be reclad across its extent in tiles to provide a consistent and improved appearance.

The existing red aluminium panels either side of the entrance will be removed and replaced with glazing to improve the appearance, openness and interaction with the street.

The entrance door is retained in its current position, but will be upgraded to provide a new DDA compliant door. The white aluminium panels will be replaced with a rendered and painted finish to improve the condition and tie into the overall appearance of the shopfront.

Associated repairs and improvements are also proposed to the overall frontage of this elevation, including repairs of the brickwork and timber frame at first floor and gable.

Further details of the shopfront is contained in the proposed elevation drawing submitted with this application.

Planning & Design Consideration

The Development Plan comprises the London Plan (2021) and the Hillingdon Local Plan Part 1 : Strategic Policies (adopted in November 2012) and the Local Plan Part 2 : Development Management Policies, Site Allocations and Designations (adopted in January 2020).

The proposed amendments to the shopfront have been designed taking account of the existing and approved shopfront scheme for the building, the character of the conservation area and consideration of the local listings, together with the shopfront designs and materials within the High Street, adjacent and similar buildings within the centre.

The general area is formed of a mix of commercial premises and uses at ground floor with a variety of shopfront designs, proportions and materials on individual premises. The proposals do not alter the scale of the shopfront, the location of entrances within it, or the overall form or structural elements of the frontage. The proposals will maintain the aluminium frames, the stall riser and fascia. The appearance of the stall riser will be improved through recladding in tiles and The proposals will improve the accessibility to the unit, providing a new DDA compliant entrance door.

The red aluminium panels either side of the entrance door will be removed and the glazing increased, to improve the appearance, relationship with the entrance and interactivity with the street. The existing white columns have been altered from the previous proposal, providing a rendered finish rather than the aluminium finish.

The Built Heritage Statement confirms that the proposed development will result in a minor change to a small, localised part of the conservation area. The proposals will also cause a change to one part of the locally listed 56-78 High Street, and a small part of the immediate setting of the locally listed No. 54 High Street. This change will be in line with the current character of the conservation area, the character of the consented baseline of

the Site and the character of the ground floor shops within the conservation area along the High Street. This will, by definition, preserve the contribution of the Site to the character and appearance of the conservation area and the significance of both locally listed buildings.

In addition, the proposals have also been carefully considered to offer some minor improvements to the Site in terms of the refurbishment of the upper floor. The Built Heritage Statement concludes that the proposals will, on balance, present a minor enhancement to the character and appearance, and thus significance, of the conservation area, will also provide a minor enhancement to the locally listed No. 56-78 High Street of which it is a part, and will preserve the significance of the locally listed No. 54 High Street.

The proposed alterations to the shopfront are in keeping with both the host building and neighbouring commercial properties, and do not have any detrimental impact upon the character and/or appearance of the host building, the Ruislip Village Conservation Area within which the application premises is located or the significance of the locally listed building. The proposed operational development therefore accords with adopted Local Plan Part 1 policies HE1 (Heritage) and BE1 (Built Environment), and adopted Local Plan Part 2 policies DMHB 1 (Heritage Assets), DMHB 2 (Listed Buildings), DMHB 4 (Conservation Areas) and DMHB 11 (Design of New Development), as well as relevant design and heritage policies as set out in the London Plan, the LPA's SPD relating to shopfronts and the Ruislip Village Conservation Area Appraisal.

I look forward to receiving confirmation of validation of the application and to hearing from you during the determination.

Yours sincerely

Matthew Brewer
URBANSPACE Planning Ltd

Enc.