

DESIGN AND ACCESS STATEMENT

The General Elliott Public House

St John's Road, Uxbridge, UB8 2UR

Proposal: External redecoration, signage, lighting and associated works to The General Elliott Public House

1. Introduction

This Design and Access Statement has been prepared in support of proposals for improvements to the external appearance, signage and lighting of **The General Elliott Public House, St John's Road, Uxbridge, UB8 2UR**.

The proposals seek to improve the appearance and presentation of the public house whilst retaining and respecting the architectural and historic character of the existing building.

Particular care has been taken in developing the proposals because The General Elliott is a **Grade II Listed Building**, first listed on 6 September 1974 under Historic England List Entry No. 1285057.

The intention is not to introduce a visually dominant or overly commercial treatment. Instead, the proposals seek to provide a coherent, traditional and appropriately scaled signage and decoration scheme which reinforces the identity of the public house and improves its appearance within the street scene.

2. Site and Surroundings

The General Elliott occupies a prominent position on the south side of St John's Road at Uxbridge Moor.

The building is a traditional public house which makes a positive contribution to the historic character of the locality.

Historic England describes the building as having an **early 18th-century rear with a late 18th-century or early 19th-century front**, constructed in stucco with a fairly low-pitched slated roof.

The principal elevation is characterised by its traditional proportions and sash windows, including tripartite ground-floor windows with glazing bars. The first floor also incorporates a distinctive projecting canted timber oriel window.

These architectural features provide the principal visual interest of the building and are therefore important considerations when determining the appropriate form, scale and positioning of any new signage or external decoration.

The proposal has consequently been developed to ensure that signage does not obscure or compete with the building's architectural features.

3. Historic and Architectural Significance

The General Elliott is recognised as a heritage asset of national importance through its Grade II listing.

Its significance derives principally from its age, architectural form, historic fabric and contribution to the historic environment of Uxbridge.

The building represents the traditional form and appearance of an historic public house and retains a number of architectural features which contribute positively to its character.

The proposals have therefore been developed around the principle that alterations should be:

- sympathetic to the listed building;
- appropriately scaled;
- visually subordinate to the architecture;
- capable of being installed with minimal intervention to historic fabric;
- of appropriate traditional appearance and materials;
- carefully positioned so as not to obscure significant architectural features; and
- capable of being removed or altered in the future without substantial harm to the building.

The works are intended to preserve the significance of the listed building whilst improving its overall presentation and continuing its use as a public house.

4. Design Approach

The design approach is based upon a simple principle of **enhancement rather than alteration of the architectural character of the building**.

The existing building will remain substantially unchanged.

The proposed external treatment will provide a more coordinated appearance to the public house, with the various signs, decorative elements and lighting designed as a single scheme rather than as unrelated individual additions.

Signage will be positioned within existing signage zones wherever possible.

The scale of lettering will be carefully controlled to ensure that it remains proportionate to the elevation on which it is located.

Particular care will be taken around windows, architectural projections, cornices, string courses and other features of the historic building.

No proposal is intended to conceal, damage or unnecessarily interrupt the principal architectural features of the listed building.

5. External Decoration

The external decoration will be renewed using a carefully considered traditional colour palette appropriate to the character of an historic public house.

The intention is to provide a strong but restrained appearance which helps define the building without creating an overly bright or modern frontage.

Existing painted surfaces will be prepared appropriately prior to redecoration.

Where historic architectural details are present, these will be retained and carefully decorated rather than replaced.

Any decorative colour changes will be confined to painted surfaces and will not involve the removal of significant historic fabric.

The proposed decoration will provide a consistent visual treatment across the elevations and will assist in distinguishing the public house from the more utilitarian elements of the surrounding built environment.

6. Proposed Signage

The proposed signage has been designed specifically for the building and its use as a traditional public house.

The principal identification signage will remain clearly legible from the surrounding highway and pedestrian approaches whilst being appropriately proportioned to the building.

Where individual lettering is proposed, the letters will be of a traditional appearance with modest projection from the elevation.

The design avoids excessive numbers of signs and unnecessary repetition.

The objective is to create a clear hierarchy comprising:

1. **Primary identification signage** identifying The General Elliott;
2. **Traditional secondary/projecting signage**, where appropriate;
3. **Amenity/information signage** associated with the operation of the public house; and
4. **Low-key decorative or historical references** where appropriate.

The proposed arrangement will avoid visual clutter and ensure that the building remains the dominant element when viewed from the street.

7. Illumination

Any proposed illumination will be designed to provide visibility during hours of darkness without creating an intrusive or excessively bright appearance.

The lighting approach will favour **discreet external illumination**, such as traditionally styled trough or spotlight fittings where appropriate, rather than large internally illuminated sign boxes.

Lighting fittings will be positioned as discreetly as practicable and will be finished to complement the building and signage.

Illumination will be static and controlled, with no flashing, moving or changing-light effects.

The level of illumination will be appropriate to the character and setting of the listed building and will be designed to minimise unnecessary light spill.

This approach is consistent with Hillingdon's stated approach that advertisement lighting should be carefully designed, appropriately scaled and should avoid visual intrusion or light pollution.

8. Materials and Workmanship

Materials will be selected to provide a high-quality and durable finish appropriate to an historic public house.

The signage will use traditional sign-making principles wherever practicable, with finishes and detailing selected to complement rather than compete with the listed building.

Fixings will be kept to the minimum necessary.

Where possible, new fixings will utilise existing fixing locations or areas of modern fabric, avoiding unnecessary disturbance to historic masonry.

All works will be undertaken by suitably experienced contractors and sign installers.

Care will be taken during installation to avoid damage to existing masonry, render, windows and other historic features.

9. Impact on the Listed Building

The proposals have been developed with the listed status of the property at the forefront of the design process.

The works are considered to result in a **positive visual enhancement** to the building through the rationalisation and improvement of its external appearance.

The proposal does not seek to alter the building's historic plan form or remove significant architectural features.

The principal elevations and architectural features will remain legible.

The proposed signage will be subordinate to the architecture and will not dominate the building.

The use of appropriately scaled signage, restrained illumination and a traditional colour/material palette will ensure that the proposal sits comfortably within the historic character of the property.

The proposal therefore seeks to **preserve the special architectural and historic interest of the Grade II listed building** whilst allowing it to continue to function successfully as a modern public house.

10. Access

The proposals are primarily concerned with the external appearance, identification, signage and lighting of the existing public house.

There is no proposal to materially alter the existing pedestrian or vehicular access arrangements.

Existing entrances will remain available for use.

The proposed signage and associated works will not obstruct pedestrian routes, doorways, footways or other areas used for access.

Where projecting signage is proposed, it will be positioned at an appropriate height and projection so as not to create a hazard to pedestrians or highway users.

The proposal therefore has no material adverse impact upon existing access arrangements.

11. Public Safety

Public safety has been considered throughout the design process.

All projecting and wall-mounted signs will be securely fixed and appropriately supported.

Illumination will be static and controlled to avoid glare, distraction or confusion for highway users.

The signage will not obscure visibility at access points or junctions and will not interfere with highway equipment, traffic signs or pedestrian movement.

The proposal is therefore considered to have no adverse impact upon highway or public safety.

12. Sustainability

The proposal primarily involves the refurbishment and enhancement of an existing building rather than new construction.

The retention and re-use of the existing building represents an inherently sustainable approach.

Existing architectural features, signage zones and building fabric will be retained wherever practicable.

The use of durable materials and energy-efficient lighting will assist in reducing future maintenance and energy requirements.

Where existing signage or lighting can be refurbished rather than replaced, this approach will be adopted where appropriate.

13. Planning and Heritage Considerations

The proposal has been considered against the relevant heritage and design principles contained within the development plan and national planning guidance.

Hillingdon's planning framework places particular importance upon protecting heritage assets and ensuring that alterations to listed buildings are sympathetic in terms of **scale, proportion, detailed design, materials and workmanship**.

The Council's approach to advertisements and signage also seeks signage which complements the scale, form, materials and architectural composition of the building, avoids visual clutter and provides an appropriate level of illumination.

The proposal has been designed to meet these objectives.

The signage is proportionate to the building, the materials and finishes are intended to complement the existing architecture, and illumination is deliberately restrained.

The proposals will therefore maintain the visual quality and character of the building and its surroundings.

14. Conclusion

The proposed external decoration, signage and lighting scheme for The General Elliott has been carefully considered having regard to the building's Grade II listed status and its architectural and historic significance.

The scheme represents a modest and sympathetic enhancement to the existing public house.

It will provide a clearer and more coordinated identity for the premises whilst retaining the character and architectural qualities which contribute to its significance.

The proposals will:

- retain the existing historic building and its principal architectural features;
- improve the overall appearance and presentation of the public house;
- provide appropriately scaled and positioned signage;
- avoid unnecessary visual clutter;
- use sympathetic materials, colours and detailing;
- provide restrained and appropriate illumination;
- avoid obstruction of existing access arrangements;
- have no material adverse impact upon highway or public safety; and
- preserve the special architectural and historic interest of the Grade II listed building.

The proposed works are therefore considered to represent an appropriate and proportionate enhancement to **The General Elliott, St John's Road, Uxbridge**, enabling the building to continue its established public house use whilst maintaining its contribution to the historic environment.