

# 80 Victoria Road, Ruislip Manor, HA4 0AL

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Our ref: 0212/VIC080/PAPP  
LPA ref: 25748

## PLANNING STATEMENT

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Eat Lebo Limited

VERSION: **1.1**



**Stewart**  
Management & Planning Solutions

# 80 Victoria Road, Ruislip Manor, HA4 0AL

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## 1. INTRODUCTION

Stewart M&PS has been instructed by the applicant, Mr Henri Salameh of Eat Lebo Limited to prepare a planning application for the installation of a replacement shopfront at 80 Victoria Road, Ruislip Manor.

This statement has been prepared to:

- Clarify the design solution chosen
- Explain how the relevant planning considerations have been considered

The statement concludes that the proposed development is properly conceived to reflect the design and planning circumstances of the site and locality and should therefore be approved.

It is acknowledged that planning statements are not normally required for development of this nature. However, in view of the recent planning history of the site, it is considered that the clarifications set out in this statement would be beneficial to the decision maker.

## 2. THE SITE AND ITS SURROUNDINGS

The application site is situated on the western side of Victoria Road, about 100 metres to the north of the roundabout junction with Cornwall Road and comprises a three-storey central terraced property, with a lock-up shop, currently used as a restaurant and take-away, at ground floor level together with a residential unit above.

The site forms part of a terrace of 14 similar three storey properties. Each property has access for the shop unit direct from Victoria Road whilst access to the residential above is taken from a service road to the rear. This access road also services the rear of the shop and gives access to a small informally laid out area within the curtilage of the site providing for rear access and refuse storage.

The area is predominantly business and commercial in character and appearance and the site lies within the Primary Shopping Centre of Ruislip Manor Town Centre as identified in the adopted Hillingdon Local Plan.

### Planning History

25748/A/79/0323	Extension/Alterations to Retail premises of 87 sq.m.	07-06-1979	Approved
25748/ADV/2020/16	Installation of an internally illuminated fascia sign	07-04-2020	Approved
25748/APP/2020/542	Installation of replacement shopfront	16-04-2020	Refused

### **3. PROPOSAL**

The application proposes a replacement for the current shopfront. The current shopfront was installed about 20 years ago and is of timber construction with a central doorway and an additional doorway on the left-hand side of the elevation. There is a transom glazing bar across the front at the top of the door frames and a timber fielded stallriser at approximately 0.8m above ground level. However, the applicant reports that it has extensive areas of wood rot and loose glazing panels and is therefore in need of replacement. Moreover, it features a second entrance door that is no longer consistent with the internal layout and has become an impediment to the convenient conduct of business.

The new shop front would be constructed using grey colour- coated aluminium. In detail terms, it dispenses with both the stallriser and the redundant door on the left-hand side. However, it retains the central entrance door and the high-level transom glazing bar and fanlights. Evenly spaced vertical elements help to relieve the otherwise horizontal emphasis to present a balanced overall appearance that is well suited to the site and surrounding area.

Pre-application advice provided by Richard Buxton on 20<sup>th</sup> February 2023 by email confirms the acceptability of the proposed design.

Notwithstanding the above, we are aware that Policy DMHB 13 of the Local Plan states that new shopfronts should complement the original design, proportions, materials and detailing of the building of which it forms a part and the surrounding streetscene. New shopfronts design should also take into account the appearance of neighbouring buildings in terms of fascia lines, stall riser heights, materials and other architectural features. It is noted that a previous application featuring large glazing panels without horizontal transom or stall risers was refused planning permission in 2020 for reasons related to the design and its appearance relative to adjacent shopfronts. However, whilst the adjoining properties have wooden shopfronts of similar design to the existing, the shopping area as a whole contains a number of different styles and design of different vintages. Further, whilst the existing and adjacent shopfronts are traditional in terms of material and design, they are not original and not representative of contemporary designs when the shops were first brought into use in the 1930s. Notwithstanding the above, the use of a high-level transom glazing bar within the design of the proposed replacement ensures a continuity of design between the adjacent buildings.

### **4. IN CONCLUSION**

The proposed development is properly conceived to reflect the design and planning circumstances of the site and locality. Whilst the proposal involves the replacement of a traditional, existing shopfront, it is not an original shopfront. There is therefore no conflict with Local Plan Policy DMHB 13 and the proposal should therefore be approved.

STEWART MANAGEMENT & PLANNING SOLUTIONS LTD  
THE WINDMILL STUDIO CENTRE,  
106A PEMBROKE ROAD,  
RUISLIP,  
HA4 8NW

TELEPHONE 0203 918 0705  
SWITCHBOARD 01895 624755

E-MAIL [INFO@STEWARTMAPS.CO.UK](mailto:INFO@STEWARTMAPS.CO.UK)

 [www.stewartmaps.co.uk](http://www.stewartmaps.co.uk)