

**HERITAGE, DESIGN AND ACCESS STATEMENT FOR PROPOSED SHOP
FRONT ALTERATIONS AT NO. 1 Ickenham Road, RUISLIP (VICTORIA
FLOWERS)**

Shopfront (in Ruislip Village Conservation Area)

Proposal

Installation of a new externally illuminated fascia sign, awning and window vinyl graphics and paint shop front to match sign. The existing security shutter is unused and will also be removed.

Features of the existing site

The building is typical of the other early 20th century brick-built buildings in the High Street. We estimate this was built between 1910-1940. The buildings are in the Arts and Crafts style. The brickwork has ornamental elements to the pillars with thin tile inlays between the bricks. To the right above the shop is a section of Mock-Tudor with black timberwork and whitewashed pebbledash. This element doesn't line up with the shop below, which is unusual but an original feature.

The shop appears to have retained its original signboard which is visible at the end of the current sign which is built out over and above the original sign.

Below the sign is a strip of wood where there would once have been the original built in traditional awning, although any traces of the awning have long since gone and changes to the shop front make reinstatement of this feature unviable.

There are simple decorative corbels bookending the shop sign, although these don't match one another.

The existing security shutter is unused and unattractive in appearance and the shop owners have agreed that this is to be removed.

The shop front is a later addition and not original, but this is to remain. To the right of the shop is the access to the businesses upstairs. This is to remain untouched.

Access

The access to the shop and flats/businesses upstairs remain unchanged.

Appearance of the proposed development

The existing oversized signage in bright pink is to be removed and the new signage will fit in the space of the original signboard with bullnose moulding and flat graphics and lettering reflecting the shop's new branding.

The new fascia sign will be externally illuminated with LED downlighter as per the drawings supplied and, we believe, make a positive contribution to the appearance of the building and street.

The bottoms of the windows will have a vinyl strip with the shop's new branding to hint at a stallriser and make the shop look more traditional in appearance without infringing on the shop's window displays.

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

The retractable fabric awning is in the same purple as the flower in the logo.

The shop front is to be painted to match the sign and window vinyls so the shop uses one colour to reduce visual clutter.

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. As the original signboard remains we have decided to use the original position, size and proportions for the new signage.

The pink colour chosen for the shop is a heritage colour and sympathetic to ones used in the Crystal Palace in the 1920s and 30s and from the Thames and Hudson book 'Anatomy of colour' by international paint expert and historian Patrick Baty from a section about gloss paints from 1900-1945 and as such is suitable for the period of architecture.

Impact

The new signage and branding is sympathetic to the buildings and the aesthetics of the building will be improved by the removal of the current oversized built out sign. The new graphics and enhanced shop front will be of great benefit to the business.

The awning will help protect the stock in the harsh summer sun and keep the shop cooler in the summer months as well as being a positive feature to the streetscape.

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.