

HERITAGE, DESIGN AND ACCESS STATEMENT FOR PROPOSED REPLACEMENT SHOP FRONT SIGNAGE AT NO. 129 HIGH STREET, RUISLIP (MELISI)

Shopfront (in Ruislip Village Conservation Area)

Proposal

Installation of a new aluminium shop front to front and side of the building and window vinyl graphics.

Features of the existing site

The ground floor premises at No. 129 is situated on the corner of the high street and Brickwall Lane. It has an existing modern aluminium shop front similar to many other shops in the high street but it looks slightly tired with double doors which causes issues for anyone in a wheelchair as both doors need to be opened. The current rendered signage in dark blue remains unchanged as are the black swan downlights. The shop front and pilasters are currently in white.

The building continues the 1930s style block with the original simple rendered pilasters without decorative details and a significant overhang above the sign.

Access

The access to the shop would be improved by a single door rather than the existing double doors to make it easier for disabled and elderly people to enter the premises. The door remains unassisted.

Appearance of the proposed development

The proposed shop front will match the brands blue of the sign (RAL7047) for the pilasters and shop front so the business owns one colour. This is similar to other businesses that have recently passed planning such as C.S. Bedford and would improve the appearance of the shop.

The shop front would have a stall riser, similar in height to the appearance of the shop in historic photos from the 1940s with a row of grey lightly patterned tiles in accordance with the business's brand (which are used inside). The new shop front is simpler in appearance to the existing shop front without the extra transom and panel of glass as seen on the current shop front. There is a narrow 390mm covered panel at the top of the shop front to cover the existing lowered ceiling inside which is similar to the existing shop front.

The business's branding appears in the glass which is important for passers-by as well as the shop's street number in the transom above the door.

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. The sizes of the proposed signage is in the same position and sizes as the signage when constructed, no original features such as cornices etc will be obscured.

Impact

The new shop front and colour respect the building's architecture while also promoting the business. The graphics in the windows are important to promote the business to passers-by at eye level. Having one colour across signage, shop front and pilasters unifies the building and makes it feel more cohesive.

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.