

HERITAGE, DESIGN AND ACCESS STATEMENT FOR PROPOSED SHOP FRONTS ALTERATIONS AT NO. 30 HIGH STREET, RUISLIP

Shopfront (in Ruislip Village Conservation Area and forms part of a Grade II listed building)

Proposal

Installation of an externally illuminated fascia sign, one non-illuminated hanging sign and window vinyl graphics.

Replacement and installation of a new retractable awning and redecoration of the existing shop.

Features of the existing site

The ground floor premises at 30 High Street are considered to form part of The British Legion Hall (32 High Street), which is a Grade II Listed Building, early-mid c19 large house of 3-storeys. The building is finished in stucco with incised lines with cornice band and parapet and is three windows wide. The building also has original recessed sash windows, although glazing bars have been lost, in moulded architraves with bracketed cills.

The proposals relate to the existing shop front and awning at no.30. The shop front surround includes decorative brickwork pilasters and corbels.

Access

The access to the shop is unchanged.

Appearance of the proposed development

The existing shopfront will be retained but sprayed to match the new signage.

The existing Dutch style awnings will be removed and replaced with retractable fabric awnings below the new sign.

The new fascia sign will be externally illuminated with a slimline LED trough light with a new non-illuminated projection sign. The new sign will have bullnose mouldings and flat graphics with sign written letters.

There is signwriting in the window in a traditional script font to match the main sign.

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 and is considered to form part of The British Legion Hall (32 High Street), which is a Grade II Listed Building.

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.

Impact

The new externally illuminated fascia signs and lettering are more in keeping with the architecture while also helping to promote the business. The awning is beneficial to the business in helping to protect stock from the harsh summer sun and offers protection from the rain as some stock is kept outside. The graphics in the windows will help promote the business to passers by.

The proposals are a positive enhancement to the heritage assets and will not harm the character or special interest of the listed building nor 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.