

HERITAGE, DESIGN AND ACCESS STATEMENT FOR PROPOSED SHOP FRONTS ALTERATIONS AT NO. 26 – 28 HIGH STREET, RUISLIP

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

Proposal

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

Replacement and installation of two new awnings, redecoration of the existing shop front at 26 High Street and the installation of a new shop front at 28 High Street.

Features of the existing site

The ground floor premises at 26-28 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 an existing late 20th century shop front at No.28 and a traditional shop front at No. 26. The shop front surround includes decorative brickwork pilasters and corbels.

Access

Include new door at No. 28 which is at least 900mm wide, opening inwards. This part of the shop contains mostly stock and isn't accessed by the general public. The main access to the shop remains at no 26 which has step free access directly into the shop.

Appearance of the proposed development

The existing wooden shop front to No. 26 will be repaired and redecorated with the provision of a new door in the existing style. The modern shop front at No. 28 will be replaced with a new aluminium shop front as it is in a poor state of repair, but with the same height stallriser with panelling to match no 26 and painted in the same colour.

The existing Dutch style awnings will be removed and replaced with retractable fabric awnings. Due to the stock carried in the windows, the awnings are important to

prevent damage from the sun.

The new fascia signs will be externally illuminated with a slimline LED trough light with a new non-illuminated projection sign. The signage reflects the businesses branding with fret cut letters and simple bullnose moulding. It is proposed to replace the missing moulding above the sign on no.28 to match the existing moulding on no.26.

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 existing traditional shop front at No. 26 will be retained with repairs and redecoration. The new proposed shopfront at No. 28 will reflect the traditional shop front features of No. 26 is an enhancement to the Conservation Area. The proposal to replace the existing worn Dutch style awnings with Victorian style canvas awnings is considered to be a further enhancement to the Conservation Area. The new externally illuminated fascia signs and lettering are more in keeping with the architecture while also helping to promote the business.

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.