

HERITAGE, DESIGN AND ACCESS STATEMENT FOR PROPOSED SHOP FRONTS ALTERATIONS AT NO. 137-139 HIGH STREET, RUISLIP (HAIR & BEAUTY WORKSHOP)

Shopfront (in Ruislip Village Conservation Area)

Proposal

Installation of a new externally illuminated fascia sign and window vinyl graphics with downlighter and window graphics.

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 shop front is not original, being of a frameless glass design and will not change.

The fascia is rendered, with simple pilasters and no decorative mouldings as is common on building of the period.

The existing branding looks tired and the owners want to bring the look of the business up to date with fresh branding and signage that reflects the business, and respects the architecture of the building.

Access

The access to the shop is unchanged.

Appearance of the proposed development

The business has undergone new branding and they need the signage to reflect this. The signage reflects the business's new branding and is sympathetic to the style of building and surrounding area.

The new fascia sign will be externally illuminated with a warm wash of light from a slimline LED light bar. As per the drawings supplied the signage is in dark blue with 3d direct mounted gold satin finish letters which, we believe, would make a positive contribution to the appearance of the building and street.

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

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.

Impact

The new fascia signs and lettering are more in keeping with the architecture while also helping the promote the business with their new branding. 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 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.