

## 145-147 High Street Rickmansworth

Proposed replacement advertisements comprising an internally illuminated fascia sign and non-illuminated hanging sign, repainting of shopfront and installation of air conditioning units at the rear of the building.

### HERITAGE STATEMENT

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#### 1. Introduction

- 1.1 This Heritage Statement is submitted in support of an application for the installation of replacement advertisements and air conditioning units at nos. 145-147 High Street, Rickmansworth. The advertisements and plant will be in association with the use of the building as a Starbucks coffee shop.



Previous view of the shopfront ([www.google.co.uk](http://www.google.co.uk))

#### 2. Site context

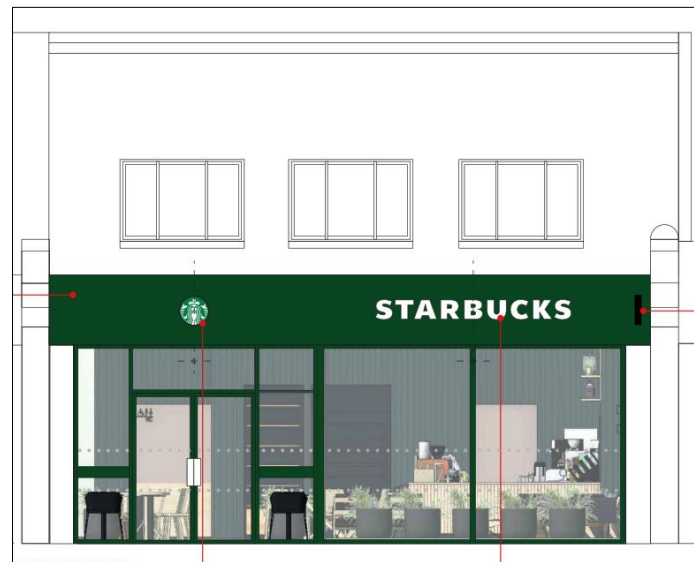
- 2.1 Nos.145-147 High Street is an existing retail unit and is a two storey, mid terraced building located within the town centre of Rickmansworth. The retail unit was last operated as a motor accessories shop although that use has ceased. The Applicants intend to convert the building to a Starbucks coffee shop.
- 2.2 The site falls within the Rickmansworth Conservation Area. It lies within the central High Street section of the conservation area and the Council's Conservation Area Appraisal Document (1993) characterises this part of the conservation area as follows;

- *The main High Street shows the typical development of a small market town, with a range of building styles and materials...Although only a small number of buildings are listed for their special architectural or historic interest, there are a great many attractive buildings.*
- *The introduction of plastic laminates and garish signage should be prevented and particular attention made to ensure that historic shopfronts, where they exist are respected.*

The site is not noted within the conservation area appraisal to make a positive contribution to the area.

### 3. The proposed development

- 3.1 The application proposes the installation of signage on the front of the building consisting of an illuminated 'Starbucks' fascia sign and non illuminated projecting sign on the front elevation of the building. New air conditioning units are to be installed at the rear of the building.



Proposed front elevation view

### 4. Heritage Considerations

- 4.1 The signage scheme proposed has been designed in cognisance of the conservation area location of the site. To that end the signage is minimal in nature and of small size relative to the shop frontage. This is in keeping with the signage existing on other nearby shops and ensures that the effect of the signage is not to visually overwhelm the shopfront.
- 4.2 The proposed air conditioning units are to be sited at the rear of the building and at ground level and will therefore not be visible from outside of the site.
- 4.3 It is considered that the signage and air conditioning units proposed will preserve the significance of the heritage asset. Accordingly, advertisement consent and planning permission can reasonably be granted.