

Heritage Statement.

Advertisement Consent/ Listed Building Consent

David Clulow Opticians 13 High Street Oxford OX1 4DP

Overview:

This statement relates to the proposal to remove existing shopfront fascia signage and install new corporate fascia signage to 2 elevations and a projecting sign to the High Street elevation. Static illumination is proposed and is clearly shown on the design drawings with full details outlined in the application submission forms.

Previous Applications:

20/00287/LBC (invalid)

20/00229/ADV (invalid)

Site Appraisal:

City centre Oxford high street with commercial outlets both sides and adjacent:

Context:

The Planning and Design Policies of Oxford City Council have been acknowledged when preparing this proposal:

Consideration has been given to:

1. Ensuring that the appearance and character of the building and its setting are safeguarded:
2. ensuring that the work proposed meet the Policy criteria in terms of scale/ mass/ are not intrusive or incongruous/ are not detrimental to affected neighbours
3. ensuring the proposal do not involve the removal of areas of any landscaping important to the character of the location and its Listed Status:
4. ensuring that the proposal enhance and respect the local environment and are in accordance with the sites location:

Relevant City of Oxford Planning Guidance:

- CS1/ HE2/ HE7/HE9
- RC3/ TR3,11 and 12
- WE3
- Oxford Local Plan

Heritage Comment:

The only change to the building fabric is the installation of 4 "swan neck" lights onto the stonework immediately above the fascia. This involves 4no. rawl plug fixings and cable management to each light (all concealed behind light fixing plate)

The history and architectural style of the building is set out below. The proposed fascia panels and signage fall within the shopfront demise which by its nature has changed over the years. There is no impact on the current significance of the Heritage/ Listed status from this proposal:

Building Façade Details (extract Historic England Listing)

"HIGH STREET 1. 1485 (North Side) Nos 12 to 15 (consec) SP 5106 SW 8/310 12.1.54. II GV 2. 3-storeyed ashlar front with a central moulded cornice and pedimented feature and sash windows. Nos 10 to 15 have a continuous modern shop front. Roof not visible from street level but a tiled mansard. Centre tripartite window with pediment over"

Note: no works proposed to any of the above features or façade. No mitigation narrative therefore required

The following is an extract from the Oxford History . org web site

"The present Nos. 13–16 High Street were built in 1773–4 by John Gwynn to form the frontage to the new **covered market** and were known as "New Parade". Nos. 13, 14, and 15 are jointly Grade II listed (List Entry No. **1369376**, numbered as 12–15). No. 16 on the right is separately Grade II listed (List Entry No. **1047270**). The four shops forming the original market front were in the parish of All Saints until that church was deconsecrated in 1971. They are now in the parish of St Michael-at-the-Northgate Church.

There is an avenue into the market in the centre of this group between Nos. 14 and 15, and one each side. The entrance shown on the left above was once the entrance furthest to the west, but following the expansion of the market another entrance was made through No. 10 High Street.

The first occupier of No. 13 wrote on the wet plaster "James Clarke, mercer, 1774".

At the time of the 1851 census the hatter Nathaniel Castle had this shop and lived upstairs with his wife and his apprentice Robert Juggins, two servants, and two student lodgers.

In 1861 the hatter & hosier John Juggins lived here over his shop with his wife and son and two servants"

Gridiron Club

The upstairs of No. 13 was home to the **Gridiron Club** from 1890 to 1913 (when it moved to premises over the Midland Bank near Carfax). The 1901 census shows Edwin Cross, the club manager, living at the club with his wife and four servants (a housemaid, kitchenmaid, kitchen porter, and page boy).

In 1911 the widow Mrs Eliza Cross (59), the manageress of the Gridiron Club, lived in the eighteen rooms over these premises with the club's bookkeeper, page, and general servant.

Occupiers of 13 High Street	
1774	James Clarke, mercer
By 1830–1861	Nathaniel Castle, <i>Hatter, hosier, etc.</i> (to 1852) Mrs Castle (1861)
1866–1880	John Juggins, <i>Hatter & hosier</i>
1882–1903	Miss Alice Slade, <i>Milliner, florist, &c.</i>
1904	Part of City Drapery Stores
1905–1912	Johnson Bros., <i>Dyers</i> Bradbury & Hay, <i>Tailors</i>

1913–1914	Johnson Bros., <i>Dyers</i> James E. Hall, <i>Tobacconist</i>
1915 –1923	Johnson Bros., <i>Dyers</i> Sydney Herbert Jones, <i>Tobacconist</i> (1915–1918) Charles P. Webber, Art Needlework Department (1919–1923)
1925–1971	C. P. Webber (see also Nos. 9, 10–12, and 15)
1973	Costa International Menswear (also at 9–12)
1975–1976+	Stag Shop, <i>Men's wear</i>
By 1995–2014	Skipton Building Society
2014–2016	<i>Vacant</i>
2016–present	David Clulow (Luxottica Eyeware)

Block Plan High Street Oxford (not to scale)



Compliance:

All works to comply with the current regulations and policies:

Structural Survey/ comment:

No structural works are proposed in this application. The existing fascia panels and projecting sign are removed and new fascia panels signage and projecting sign installed. The existing fabric of the building is unaffected apart from the installation of 4 swan neck lights.

Conclusion:

The proposal provides an updated corporate upgrade to the obsolete fascia signs and projecting sign. Quality materials have been used and manufactured and installed to the highest standard. Illumination is well designed discreet and static. Overall design proposal and implementation is fully sympathetic to the buildings listed status.

Drawings- additional submission documents

DC172_01.01 Existing DCOX-01-21 Proposed

Photos previous and current/ Photo Montage Street Elevation.

Location Plan 1:1250. Block Plan 1:200. Extended Block Plan NTS.

Design and Access Statement