

Advertisement Consent/ Listed Building Consent

David Clulow Opticians 13 High Street Oxford OX1 4DP

Design and Access Statement



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:

Design Principles:

To propose quality design and manufacture of corporate "high Street" signage as shown on submitted drawings and photographs. To ensure scale and proportion of both signage and projecting sign are sympathetic to both the location/ design of building frontage and Listed Status. Moreover to design and install illumination again sympathetic to both the location/ design of building frontage and Listed Status.

Signage details

new fascia panels corporate signage reading David Clulow Opticians to both High Street and return elevations.

installation of 4 swan neck lights on High St elevation and installation of new corporate internally illuminated projecting sign to High Street elevation all as shown on submitted proposal drawing and site photographs.

materials/ finishes:

fascia panel 2mm steel sheet to PMS546C

David Clulow in 20 mm acrylic Opal White Acrylic

Opticians in 20mm acrylic to PMS 563C

600mm diam Projecting Sign with RAL 9005 frame and bracket/ black vinyl lettering and Iris symbol in vinyl to PMS563C

Parking/ customer and staff:

Numerous Park and Ride options are available to both staff and customers. City centre parking is provided/ available together with Disabled Parking provision nearby. The restricted site conditions provide no associated car or cycle parking.

Waste Storage and Management:

Waste storage at rear of store/ back of house as existing. Collections as existing for landfill and recycling (separate storage exists and remains in store) The restricted site conditions result in waste storage internally ready for LA collections.

Visual aspects/ amenity:

Existing fascia signage and projecting signage are being replaced by new corporate "David Clulow Opticians" signage to advertise the companies premises and business. Refer Heritage Statement below and drawing and photographs submitted.

Heritage Elements:

Refer also submitted Heritage Statement with more detailed information.

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:

Pre-Application Advice

Advice was sought from Ian Williams reference options/ procedures on and around the 15th February 2021

Amenity Space:

This is a city centre commercial street with "metalled" road and pavements. The immediate pavement is approximately 3m wide with road width of approx 9m. The building opposite are 15m distant and similarly commercial. There are no trees or hedging in the immediate area. The shop is located within the Market Avenue "complex" with entries between 9 and 10 / 12 and 13/ 14 and 15 and 16 and 17 High Street. Market Avenue continues behind the application site (13 High Street) There are no changes proposed to any of these existing important features/ elements.

Trees on site and Adjacent land:

There are no trees or hedging/ vegetation on the adjacent or nearby land.

Road Surfacing/ pavements-extents:

This is a city centre commercial street with "metalled" road and pavements. The immediate pavement is approximately 3m wide with road width of approx 9m. Overall width including pavements and road is 15m.

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 discrete and static. Overall design proposal and implementation is fully sympathetic to the buildings listed status.

Drawings- 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.

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