



DB Concept  
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## **DESIGN & ACCESS STATEMENT**

### **Including Heritage Statement**

In support of an application for Planning Permission at:

**116-117 High St Oxford OX1 4BZ**

For:

Listed Building Consent

## **Introduction**

This statement has been prepared by DB Concept (the agent) on behalf of Amathus Drinks Plc (the applicant) in support of an application for Listed Building Consent.

The application site comprises a ground floor retail unit recently formed following refurbishment of the previous Oxford University Press bookshop. Planning Permission and Listed Building Consent was granted 15th February 2023 for *“Change of use of the basement and ground floor from retail (Use Class E) to part retail to the front ground floor (Use Class E(a)) and part library for College use (Use Class F1(d)) to the rear ground floor and basement. Internal alterations to include re-location of existing fire panel, strip out of existing bookshelves and fittings from retail area, formation of new timber handrail to replace existing ramp, installation of a new WC with new soil vent pipe and timber stud work in painted plaster to create partition wall in basement.”*. (Refs 22/03008/FUL & 22/03009/LBC). This application relates solely to the new ground floor retail unit (Use Class E(a)).

The proposals outlined here seek to display advertisements associated with the commercial operation of the premises and redecorate all painted timberwork to the front elevation. A separate application has been submitted via the Planning Portal for Advertisement Consent (PP-12504849)

## **The Application Site**

The application site is a double fronted retail unit comprising the commercial premises at 116 - 117 High Street, in Oxford. The building is statutorily listed as Grade II (List entry number 1047256).

The Site forms part of Oxford’s Town Centre and is in a predominantly mixed use area. The Site is in close proximity to other shops and Oxford University buildings.

The Site is also situated within the Central Conservation Area and there are adjacent Listed Buildings at 115 High Street (Grade II) and 118 (Grade II\*).

## **Proposal & Impact**

The proposal seeks to install signage to the 2no existing fascias and a hanging sign to the existing wall mounted bracket. It is also proposed that all currently painted timberwork (royal blue colour) is to be redecorated in a granite grey colour in line with the branding of Amathus Drinks Plc (Colour match to Pantone 432C / 432U). Existing ironmongery will be replaced in a brushed brass finish.

The proposals are located within the boundary of the site. Images of the existing shopfront have been submitted as part of this application.

The National Planning Policy Framework ('NPPF') and the Planning (Listed Buildings and Conservation Areas) Act 1990 ('Listed Buildings Act') are relevant in the assessment of this Application for Listed Building Consent.

The listing entry for 116-1177 High Street states that the building was originally constructed circa 18<sup>th</sup>-19<sup>th</sup> Century and the shopfront to 117 was constructed circa 1970. The building is listed for its special architectural or historic interest. The full listing entry has been submitted with this application.

Policy DH3 'Designated heritage assets' asserts that great weight will be given to the conservation of that asset and to the setting of the asset where it contributes to that significance or appreciation of that significance.

Policy DH6 'Shopfronts and signage' states that planning permission will only be granted for signage and other forms of advertisement where the design, positioning, materials, colour, proportion and illumination are not detrimental to assets with heritage significance.

The proposal comprises signage which is appropriate having regard to the established role and commercial function of the Site and its original design. The pallet of materials and colour is sensitive and respectful to the wider building and the established local context.

The proposed signage is of an appropriate size having regard to the scale of the wider shopfront. The main signage fits within existing fascias and is consistent with the established style of signage at the Site and within the wider context along the High Street.

## **Summary & Conclusion**

This application seeks listed building consent for the display of advertisements and for the painting of the external woodwork at 116-117 High Street, OX1 4BZ.

This statement has assessed the proposed signage against the guidance contained within the development plan and the NPPF with regard to listed buildings.

The proposed signage will replace previous signage which has been removed during recent refurbishment works. The signage is therefore appropriate in terms of scale and location having regard to the established commercial use and design of the double fronted shopfront. The design of the individual signs, including the colour and materials, is considered to be appropriate and sensitive to the host building and local context.

Overall, the signage and redecoration will result in no detrimental impact to the Listed Building, the neighbouring Listed Buildings and the character of the Conservation Area. The proposals accord with both local and national planning policies outlined in the Local Plan and the NPPF. Therefore, we trust the Council will find the proposals acceptable.