



The Phone Surgery, Unit B, Market House,
Uxbridge High street

Design and Access Statement

July 2018

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1. Proposal Summary

- 1.1 Wildstone Planning has been instructed by The Phone Surgery to submit a part retrospective planning and listed building consent application in relation to Unit B of the Grade II* listed Market House, Uxbridge High Street, UB8 1JN.
- 1.2 The proposals include the following:
- Part internal/part external security shutters;
 - Internal shop fit out including new stud walls, sales counter, customer seating, desks and shelving;
 - Ceiling mounted projector;
 - Vinyl window advertising (benefitting from deemed consent under Class 12 of Advertisement Regulations);
 - Shop signage (benefitting from deemed consent under Class 5 of the Advertisement Regulations).
- 1.3 The new signage falls under the deemed consent provisions within the Advertisement Regulations and as such are only included in order to assess the impact on the setting of the listed building. The majority of the works have already been undertaken as the applicant was previously unaware of the listed status of the building. The only element of the proposal that is yet to be implemented is the projector, which will be affixed to the ceiling of the shop unit and projects imagery onto the vinyl advert on the shop window.
- 1.4 CGI visuals of the new shop unit are included at Appendix A.

2. Design Considerations

Use

- 2.1 The unit is being fitted out to meet the requirements of a mobile phone repair shop and will remain in A1 use. The unit had been vacant for a period of 19 months but was previously occupied by Shakeaway Milkshake Bar.

Amount

- 2.2 No changes are proposed to the Gross Internal Area of the store, although the sales area will change slightly through the addition of a back-of-store repair room.

Layout

- 2.3 The layout of the shop unit has been altered to meet the needs of the business.

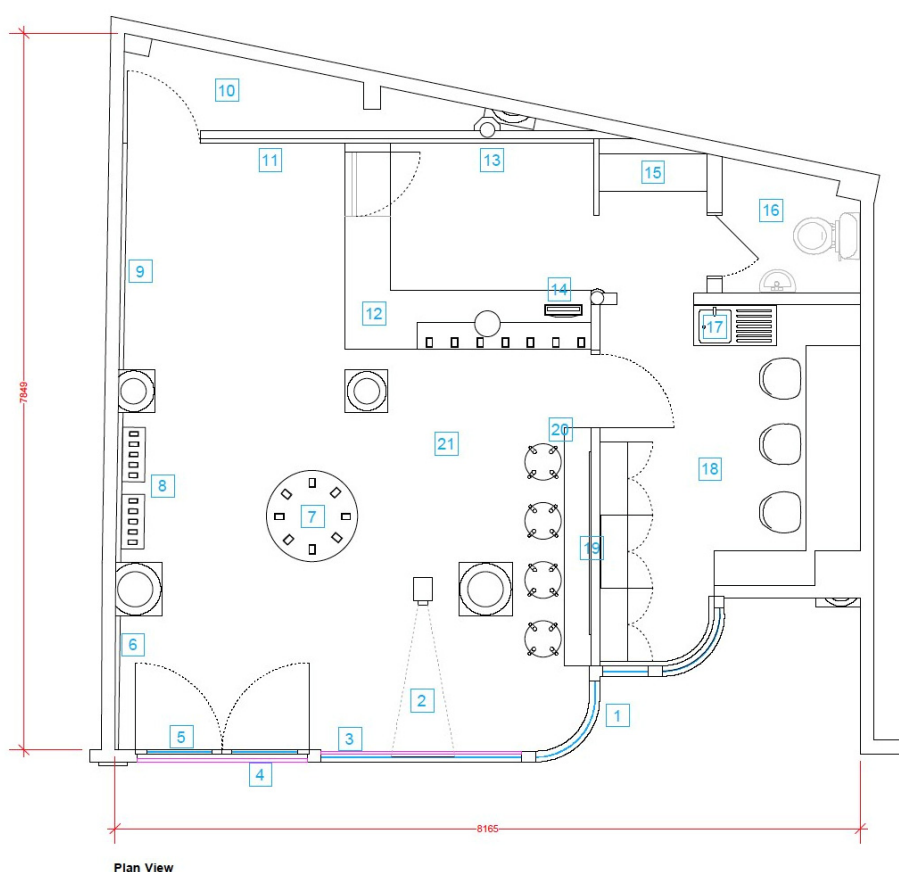


Figure 1: Proposed Layout

- 2.4 Customers will enter through the main entrance into the sales area where there will be phone displays, circulation space and customer seating. The sales counter is at

the back of the shop and there is a secure access to the repair area on the right hand side of the unit. The layout is comparable to the previous use by Shakeaway as illustrated below.

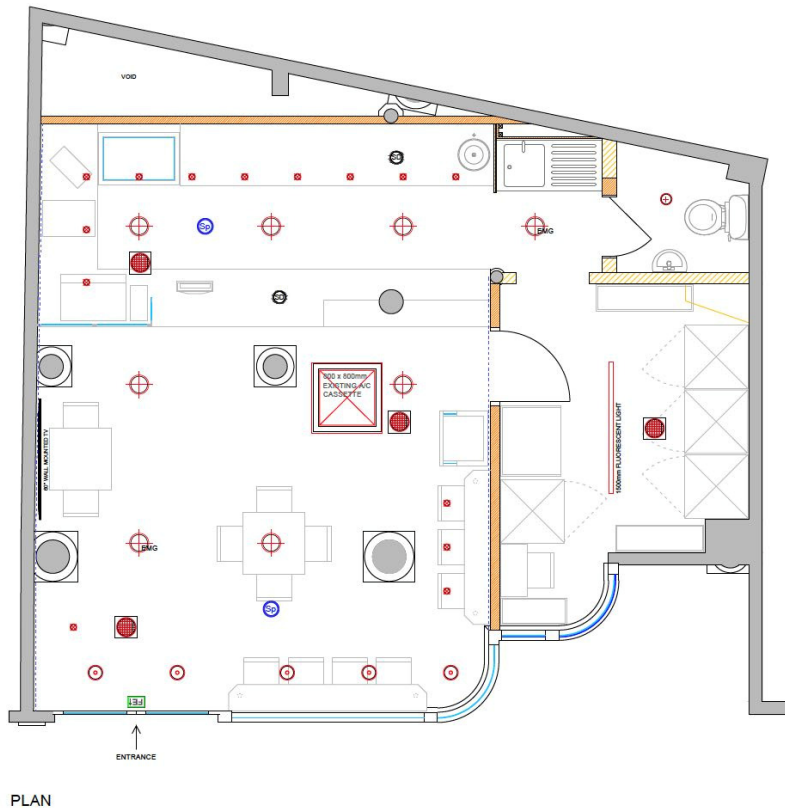


Figure 2: Shakeaway Layout

Scale

- 2.5 The application only seeks LBC for internal alterations; as a result there will be no change to the overall scale of the building.

Landscaping

- 2.6 No landscaping is proposed as part of this application.

Appearance

- 2.7 The overall appearance of the unit will be of a modern shop unit that contributes to the vitality of the high street.

- 2.8 The shop signage is uncluttered and is considered to be entirely appropriate to a store of this type in a commercial setting.

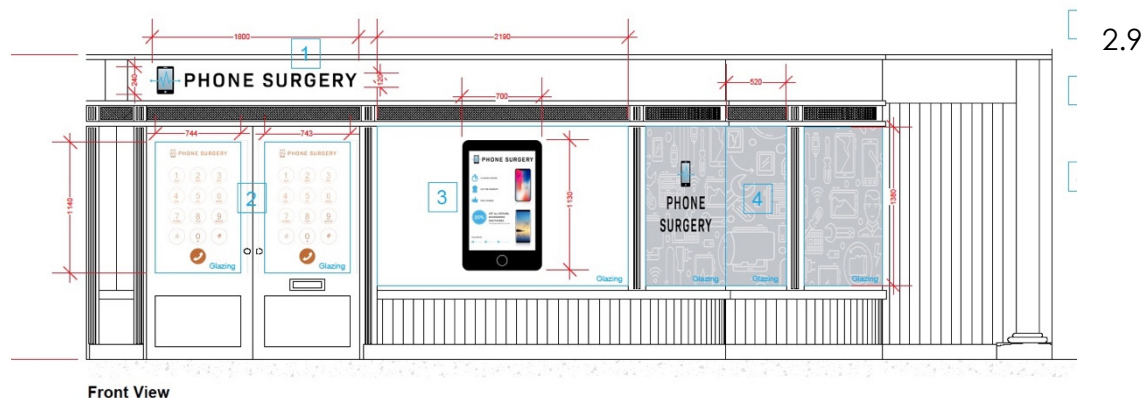


Figure 3: Proposed Shopfront

- 2.10 Again, this level of signage is comparable to the previous occupant and is in fact more modest than previously considered acceptable.



Figure 4: Shakeaway Shopfront

- 2.11 As demonstrated in the CGI Visuals in the Appendix, the unit is being finished to a high quality and will improve the appearance of the area.

3. Access Considerations

- 3.1 The shop unit will continue to be accessed from the main entrance on the high street. No changes in levels are proposed and the unit will remain DDA compliant.

4. Conclusions

- 4.1 The proposal seeks to bring a vacant shop unit back into use, helping to secure the ongoing viability of a listed heritage asset in its intended use.
- 4.2 The ground floor shop units are not a significant element of the listing of the Grade II* listed Market House and are later additions. Given the commercial nature of the surroundings and the reasons for the listing, none of the proposed amendments to the shop unit are considered to have a material impact on the shop unit, the significance of the asset, its setting, or the setting of the Conservation Area.
- 4.3 The shop unit was previously vacant for a period of 19 months which demonstrates the need to ensure that the unit remains visible and viable and that the listing of the asset does not put unnecessary constraints on the business of the tenant. The fit out has been completed to a high quality and is an asset to the high street and to the Market House.

Appendix A











