

MARKS AND SPENCER

UNIT 1, VICTORIA RETAIL PARK, CROWN ROAD, RUISLIP, HA4 0AJ

Design and Access Statement

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DOCUMENT CONTROL

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P01	13/11/2025	Revised to client comments / amended brief	TH	SS
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INTRODUCTION

INTRODUCTION

PURPOSE OF DOCUMENT

This document has been prepared by Brookerflynn Architects on behalf of Marks & Spencer in support of a planning application to Hillingdon Council in relation to proposals for modifications to The Range store at Victoria Retail Park, Crown Road, Ruislip, HA4 0AJ.

The Range opened at the former Homebase building in March 2025.

The description of development for the proposal is as follows:

To facilitate the occupation of Unit 1 by M&S, two planning applications are submitted to LB Hillingdon under separate cover, as follows:

- A full planning application for continued use as a retail unit (Class E(a)), including food sales, with external alterations to the front, rear and side elevations of the unit, demolition and other works to the existing garden centre, provision of external plant area, installation of new trolley bays, cycle parking and other associated works.
- A full planning application for reconfiguration of existing mezzanine and installation of additional mezzanine floorspace.

Summary of the works includes:

- Demolition of existing entrance feature pods to the extent of the main facade.
- Demolition of the existing mansard feature roof.
- Elevational changes; new cladding, new openings to create windows and new means of escape doors.
- New white cladding to elevations, replacing existing weather board panels.
- Recladding works to the service area.
- Creation of a new plant area to the rear of the historic garden centre area.
- Installation of new fencing to the front of the cleared former garden centre.
- Demolition of plant area, lean to structure.
- Amendments to car park spaces immediately in front of the store entrance.
- Installation of new trolley bays, cycle parking.
- Installation of additional mezzanine floorspace.
- Full new store fit out to the latest brand standards.



A photo of the existing storefront to Unit 1, Victoria Retail Park

EXISTING SITE

EXISTING SITE

APPLICATION SITE

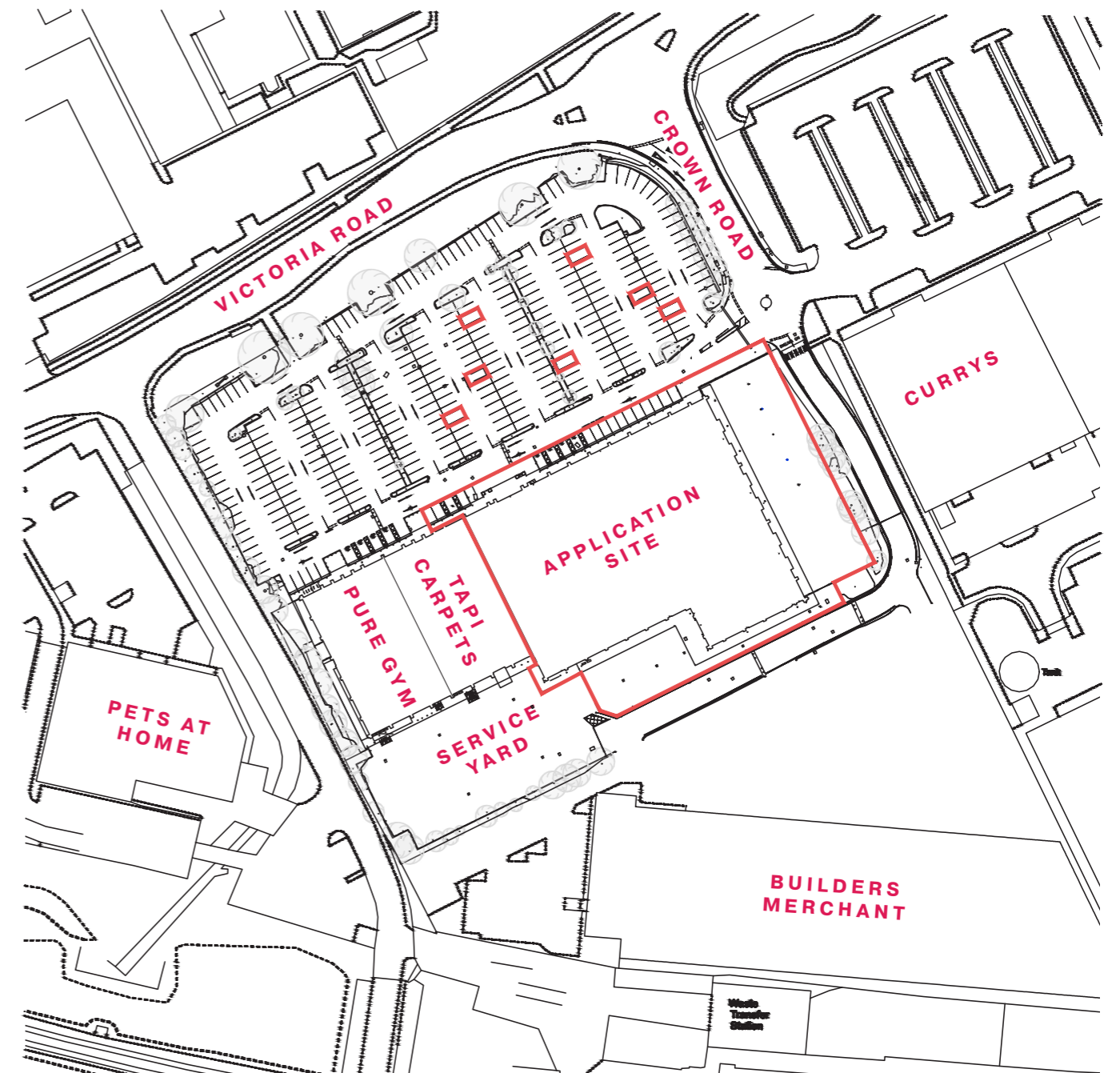
The application site is located at Victoria Retail Park, Crown Road, South Ruislip, HA4 0AJ, within the London Borough of Hillingdon.

Unit 1 was formerly occupied by Homebase but was re-let and reopened as The Range in March 2025. The unit includes the main retail floorplate together with an external garden centre area to the side of the store.

The retail park is characterised by a mix of operators The Range, Pure Gym, and with other retailers close by. There is surface-level parking located to the front of the units. The wider surrounding area is predominantly commercial in character, with good transport connections including proximity to the A40 to the south and South Ruislip station to the west.

Vehicular access to the site is via Crown Road, which provides access into the shared customer car park. Service access is taken from the rear of the unit, segregated from the customer areas.

The car park accommodates 334 spaces.



OS Map for the existing site at Victoria Retail Park



EXISTING SITE

EXISTING SITE PHOTOS



1 | Approach from Crown Road (North-East)



2 | Frontage of the Former Homebase



3 | Garden Centre Area (Side Elevation)



4 | Rear Service Yard and Access



5 | Wider Retail Park Context (Car Park)



5 | Wider Retail Park Context (Service Area)



OS Map for the existing site at Victoria Retail Park



EXISTING SITE

EXISTING BUILDING

The existing building is a large-format retail warehouse typical of late 20th century retail park development. It was formerly occupied by Homebase, before being refurbished and reopened as The Range in March 2025.

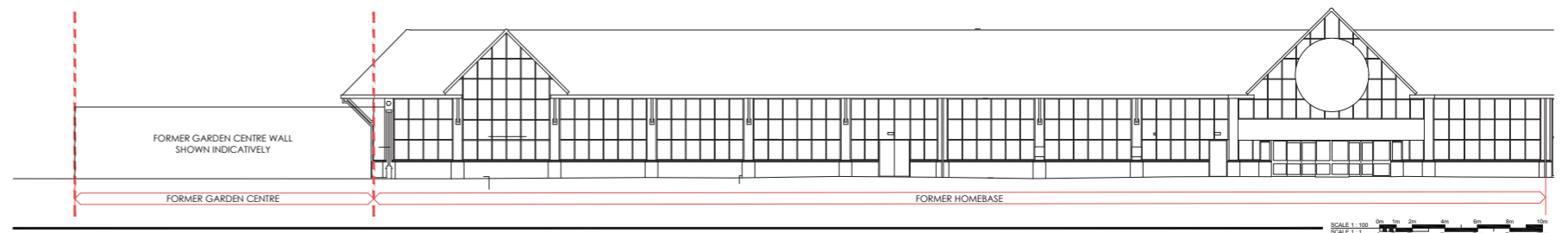
The principal façade incorporates a dated mansard roof with weatherboarding and entrance portal features, which provide an arrival point but are inconsistent with modern retail design and brand standards.

The elevations are primarily constructed of brickwork with cladding panels, with the addition of the external garden centre area to the side of the unit. The overall building form is functional and large in scale, suited to its retail park setting, but it now requires significant upgrading to meet contemporary expectations for appearance, efficiency, and customer experience.

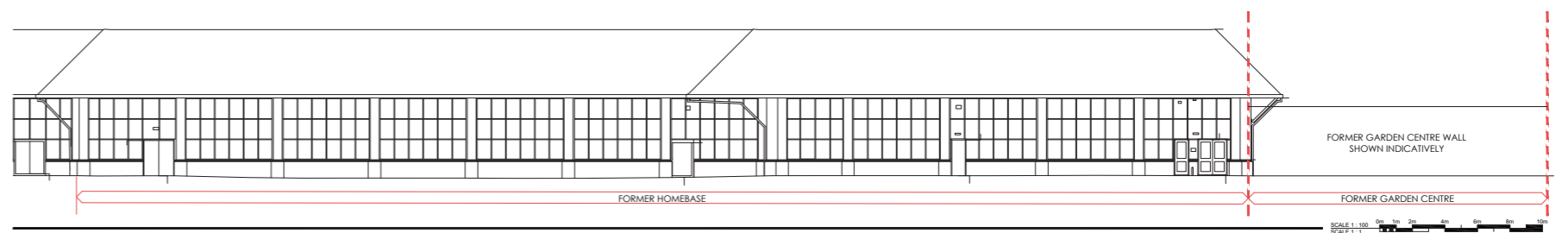
Despite the recent internal re-occupation, the external condition and aesthetic of the building remain poor in parts, with tired cladding and redundant architectural features. The proposed works therefore focus on re-cladding, removal of outdated features, and introduction of new plant area to ensure the building is fit for long-term occupation.



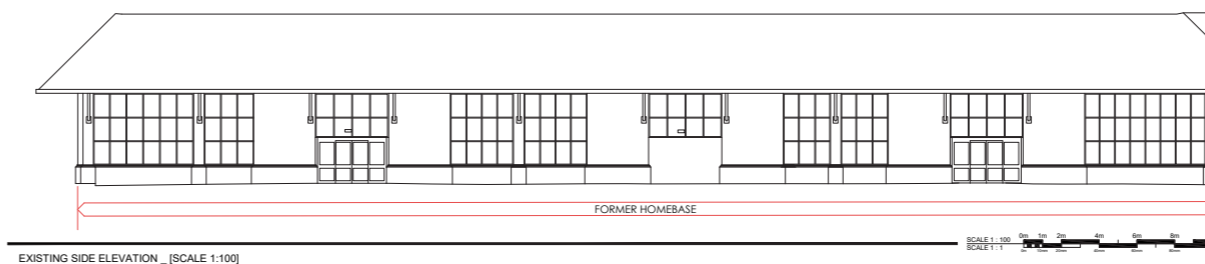
A photo of the existing storefront to Unit 1



EXISTING FRONT ELEVATION _ [SCALE 1:100]



EXISTING REAR ELEVATION _ [SCALE 1:100]



EXISTING SIDE ELEVATION _ [SCALE 1:100]

Existing Elevations for The Range | Not to Scale

PROPOSALS

PROPOSALS

OVERVIEW OF WORKS

The proposals seek to reconfigure the existing retail unit to provide a new M&S Full Line Store, offering both food sales alongside clothing and homeware. The works focus on removing outdated architectural features, upgrading the external façades, and providing modern plant and servicing infrastructure so the building is fit for long-term occupation.

To deliver this, the following refurbishment works to Unit 1 are proposed:

- Demolition of existing entrance feature pods and mansard roof structures to simplify the façade and remove redundant elements.
- Removal of the external garden centre area to the side of the building.
- Elevational changes, including new cladding, the creation of new glazed openings to provide natural light, and the introduction of new means of escape doors.
- New white cladding panels to replace the existing weatherboard, creating a clean and contemporary façade consistent with M&S brand identity.
- Recladding of the service yard and provision of a dedicated new plant area, including installation of associated equipment.
- The introduction of new trolley bays and amendments to the accessible and P&C parking to the unit frontage, as outlined below:
 - Trolley bays are to increase from 4 to 6.
 - 7 Parent & Child parking spaces are to be introduced, as there is no existing provision.
 - Accessible parking spaces shall be uplifted from the current provision of 6 spaces, with a new total of 8.
 - 34 new cycle parking spaces are to be introduced.
- All of the above will result in a net loss of four parking spaces overall.

The key drivers for the redevelopment are to:

- Deliver a brand-defining M&S Full Line Store that offers food, clothing, and home in a single destination.
- Provide a high-quality customer experience, with improved visibility and a refreshed contemporary appearance.
- Enhance the retail park through a design that is modern, welcoming, and contextually appropriate.



Proposed Elevations for the M&S store | Not to Scale

PROPOSALS

PROPOSED SITE

The proposals will re-purpose the existing unit to accommodate a new M&S Full Line Store, providing food, clothing, and homeware. The design seeks to enhance the arrival experience and improve the unit's relationship with the wider retail park while ensuring the site functions efficiently for both customers and servicing.

Key elements of the site proposals include:

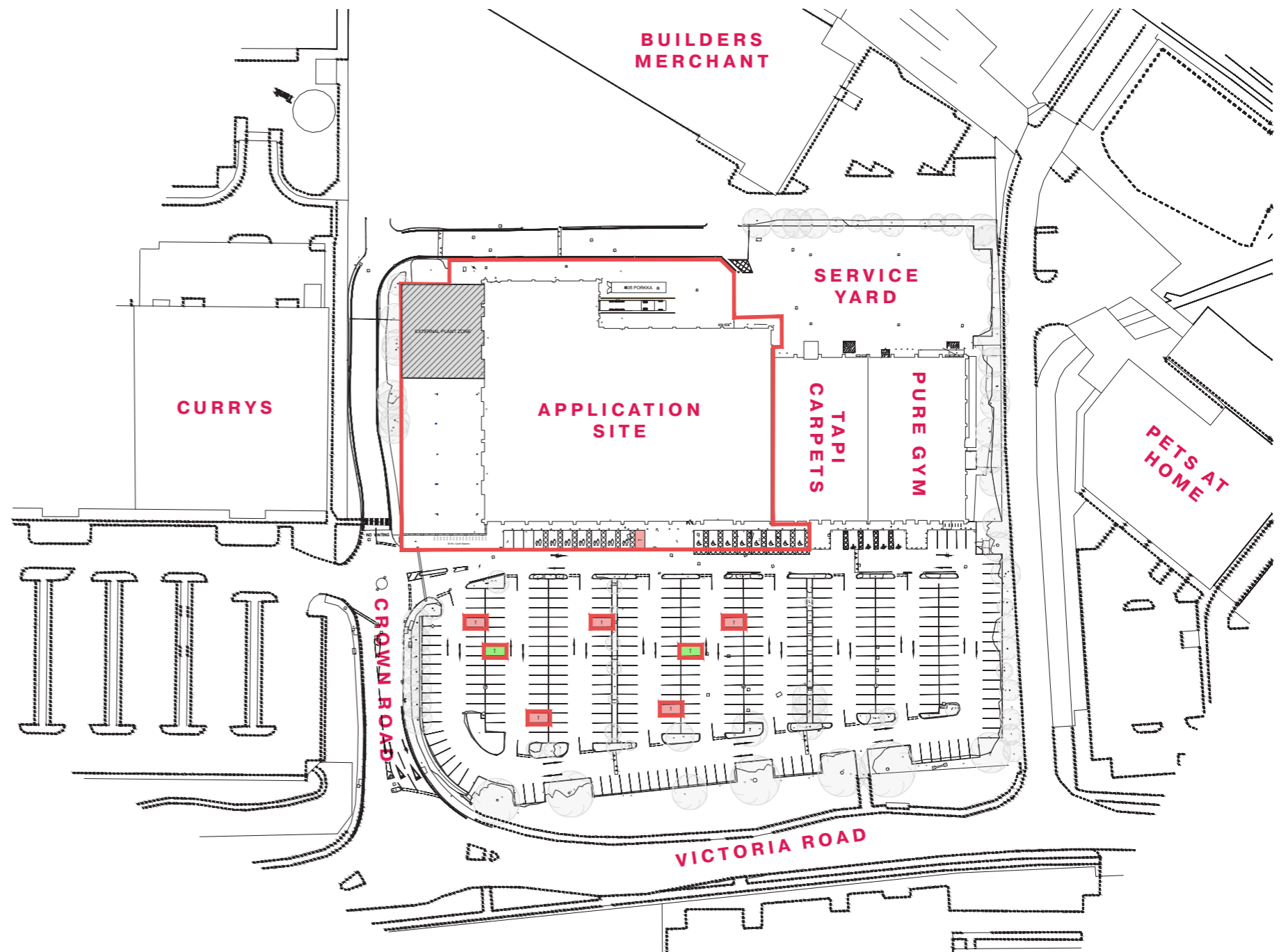
- New main entrance and frontage treatment, achieved through removal of the existing mansard roof and entrance portals, and introduction of new cladding and glazing. This will create a more prominent and welcoming arrival point for customers.
- Extension of the mezzanine to provide a more suitable sales floor footprint within the unit.
- Removal of the garden centre area to the side of the unit, allowing for the creation of a dedicated external plant area and associated equipment to support store operations.
- The existing car park is to be upgraded as described on page 10. There are no works proposed to the existing landscaping strategy.
- Six new covered trolley bays within the car park to improve customer convenience and car park management.
- Service yard improvements, including recladding works and the installation of a new plant zone within the former garden centre.
- The proposals retain the existing site layout and vehicular circulation, ensuring continuity for visitors and minimising disruption to the established retail park. The key interventions focus on modernising the customer experience and ensuring operational requirements are fully met.

Summary:

The refurbishment will transform the current dated and tired frontage into a modern, brand defining M&S Full Line Store. The removal of the mansard roof and entrance pods simplifies the architectural form, while the introduction of new cladding and glazing provides a crisp and contemporary appearance.

Enhancing the main entrance creates a more legible and welcoming customer arrival point, improving visibility from the car park and aligning with modern M&S store design principles.

This approach balances the need to future-proof the building for long-term retail use with a sensitivity to its setting within the wider Victoria Retail Park. The proposals will deliver a high-quality retail destination, strengthening the retail park's role within South Ruislip, while ensuring that M&S can provide a comprehensive Full Line offer of food, clothing, and homeware to the local community.



Proposed Site Plan for the M&S store | Not to Scale



PROPOSALS

FLOORSPACE SUMMARY

The proposed M&S store will comprise a refurbished ground floor retail environment supported by a newly extended mezzanine level occupying approximately half of the building footprint.

The mezzanine will be dedicated to Clothing and Home retail and associated back of house functions, while the Foodhall will remain entirely at ground floor level. No food retail floorspace is proposed at mezzanine level.

At ground floor, the total sales area will be 32,403 sqft, comprising 18,142 sqft of food retail and 14,261 sqft of Clothing and Home sales. The Foodhall GIA is 23,570 sqft, with the wider ground floor BOH area totalling 4,817 sqft.

The mezzanine introduces 12,055 sqft of additional Clothing and Home sales area and 8,221 sqft of back of house accommodation above the non-food section of the store. The mezzanine does not extend over the Foodhall.

In total, the completed store will provide a Gross Internal Area (GIA) of 61,688 sqft, with a balanced split between food retail, Clothing and Home retail, and associated operational space. The development maintains efficient servicing, circulation, and operational arrangements while delivering a full-line M&S offer to South Ruislip.

Category	Ground Floor	Mezzanine	Total
GIA (Gross Internal Area)	39,354	22,334	61,688
Gross Sales Area	33,271	13,111	46,382
Gross BOH Area	6,079	9,223	15,302
Net Sales Area – Food	18,142	-	18,142
Net Sales Area – Clothing and Home	14,261	12,055	26,316

Proposed footage table



Example images of recently launched M&S Stores