



Number: 25

(JUNE '71

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UXBRIDGE ALTERATIONS

The alterations which have just started on the High Street frontage at Uxbridge will consist of an external staircase serving all upper floors, a new shopfront and the conversion of the bungalow window display area into sales area.

There will, be of course, still be display windows but the main entrance will be moved a few feet to the right of the present entrance. This will give us a 28 feet long display window six feet deep between Woolworths and the new entrance. On the other side of the entrance there will be a high and deep window on the corner of the building which is intended will be a main feature of the High Street, both because of its prominent position and by the quality of displays which it will enable us to produce. There will be also an entrance to the fire stairs from the corner where the Gas Board building meets our own. These will give access to the ground and upper sales floors.

This is an improvement which we have felt 'needed doing' for many years and now with the Uxbridge Town Centre Redevelopment scheme being well along the road to completion – the second phase now being built is due to be completed by this time next year – it is time for our frontage to be rejuvenated. The staircase, however, has become necessary because of fire regulations and the requirements of the Offices, Shops & Railway Premises Act of 1963. As this will improve the safety of our customers and staff, we cannot regard it as being anything other than worthwhile. It will be another distinctive feature of the store and will be visible for a long way from the High Street, standing out in front of the present upper building line.

Such a major alteration and additional sales area make it very necessary to make improvements throughout the store. The recent shopfitting on the first floor, the re-

arrangement of part of the second floor to take a Coffee Bar, already in progress, are all part of the overall policy to attract more customers.

In the next year we shall be concentrating on the ground floor area, by redesigning departmental layouts and fixtures, and are fully confident that they will justify the expenditure involved.

D.C Suter,
Managing Director,

Spotlight

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Below photo of completed store - image courtesy of Westlondonchat.com

