

DESIGN AND ACCESS STATEMENT

THE SWAN PUBLIC HOUSE, 27-29 HIGH STREET, ARUNDEL BN18 9AG

Fuller, Smith & Turner P.L.C.'s mission is to be the benchmark in retailing and brewing, delivering quality, service and pride in everything they do. Operating from the historic Griffin Brewery site in Chiswick, Fuller's is an independent family brewer and pub company whose brands include the world-famous ESB and London Pride, the UK's best selling premium ales.

The company's profile is conveyed through their signage with the use of established signs sign written and gold leaf displays promoting pride & quality. Traditional colours and materials help portray the company's image and enhance the appearance of their public houses.

The signage at this premises is being undertaken to coincide with the external refurbishment of the house, however the signage proposal does not involve any structural redevelopment of the building itself. The design, has taken a sympathetic consideration of the listed building status and remains like for like positions.

The exterior of the premises will be painted in the Farrow & Ball colours indicated on the front cover of the visual, revitalising the building, portraying a classy upmarket feel whilst keeping the building traditional and allowing the features to show through.

The existing signage being replaced with traditional sign writing, keeping in proportion with the building features. We feel the signage, due to its scale and colour, does not detract but enhances its appearance, whilst still updating to keep the business at the forefront of the community.

No changes are being made to the pedestrian or vehicle access of the property.