

**ADC Planning Consultation
Conservation/Design Officer Response**

Application Number	AB/26/18/L
Address	The Swan Hotel 27-29 High Street Arundel BN18 9AG
Description	Listed building Consent for replacement of the existing external signage scheme
Case Officer	<u>Mr A Wood</u>
Date	3 rd April 2018

The Swan Hotel is Grade II Listed and within Arundel Conservation Area

The proposal is for the re-painting of the exterior of the Public House, and replacement/alteration of existing signage.

The proposed paint colours reflect current trends, and are relatively muted and have been planned to continue the enhancement of the vermiculations. It is recommended that this is approved.

The proposal is also to replace the existing, traditional hanging sign with a roundel set in unspecified metalwork, using existing hanging bracket. Public House/Inn signage has a long history, and is traditionally a painted board. It is recommended that the replacement sign continues this (or the present sign retained), and that the proposed is considered unsympathetic and be recommended for refusal.

The other proposed painted signs 'The Swan' and 'Fullers' signs should be applied to the buildings face so as not to compete with the natural horizontal reading of the elevations. This may be achieved by reducing the size of the painted lettering so that they are accommodated between window head and cill level. Otherwise, these signs are considered suitable.

The menu board is considered suitable and it is recommend that it be approved.

With regard to lighting, it is considered that the current level of lighting be sufficient to illuminate signage, and that there be no net increase of external illumination, and that LED bulbs be warm white, to preserve the nature and character of the Conservation Area.

Clare Dales
Principal Conservation Officer
Arun District Council