



From: Martyn White
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The listed building consent application relates to the provision of various illuminated and non-illuminated advertisements on the front elevation of the property.

The property is a two storey, detached public house with flint elevations, red brick quoins and a slate roof. A modern single storey brick extension is present on the southern side elevation. It has been listed, grade II.

The building is set back from the road by an area of grass and hardstanding. There is also a beer garden to the side, which has a pergola as a means of access

The general approach to maintaining the current appearance is considered to be suitable for the property. The provision of too much signage can lead to a cluttering of the elevation which detracts from its character, and therefore significance. I provide the following comments regarding the signs, and the proposed colours etc.:

Signs 'a' and 'b' are similar in appearance to the existing signs, albeit with the main difference being the new decorative elements. As such, they are considered to be acceptable.

Signs 'c' and 'f' are new which are intended to display a mixture of permanent and temporary information, via a lockable poster case. It is considered that the messages displayed on the permanent boards have already been presented on the main post sign, and are not needed to be presented again. The introduction of four new signs here would cumulatively lead to a cluttering of the principal elevation of the building, and would detract from its appearance and character. As a consequence, these elements are not capable of support.

I note from the information provided for sign 'd' that the intention is to replace the material used from wood to aluminium. Such a proposal is unfortunate, and ideally the existing traditional should be used. However, on balance such a material can be used as it reflects the material used on the other existing signs.

The refurbishment of sign 'e' is acceptable and it only affects something which was erected a number of years ago.

Sign 'g' consists of three new brass lanterns to the main entrance and garden entrance signs ('d' and 'e'). It is noted that two of the lanterns will replace an existing trough light on sign 'd', whereas the lantern proposed for sign 'e' will be a direct like for like replacement. It is considered that this approach is acceptable as it will not harm the character of the building.

Sign 'h' relates to the installation of 4 new LED floodlights across the front elevation. This would effectively double the number of lights. I am concerned that the lighting could be such that it would potentially excessively illuminate the building. If this is not the case, and the lighting would be such that it would make a feature of the building it is considered to be acceptable. It is recommended that a warm shade be used.

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