

APP/14/00791/LBC - Royal Oak, 19 Langstone High Street, Langstone

The proposed re-signage of the listed public house is relatively restrained and along the right lines. I have set out below some modest modifications I wish to see made which I feel would better respect the character of the building while fulfilling the same expectations.

There are a mix of different typefaces used in the resigning which would benefit from some rationalisation. To this end I would wish to see:-

SIGN 1 in Times Roman capitals. This is a crisp text easily readable and well suited to a building. I welcome the fact that the sign is to be traditionally sign written. It does not compromise the corporate image as capitals are proposed by the same brewer for the Bear Hotel in Havant.

SIGN 2. The position and location of the sign in my view has limited visual impact. I have no objection to what is proposed. The applicant's attention should be drawn to the advice providing regarding the date. It should be an accurate portrayal.

SIGN 3. It seems reasonable to badge the pub with the brewer's name. In the current arrangement it does sit uncomfortably with the main sign 1. If the brewer's badge were to be relocated to the space beneath "Licensed since" It would provide the desired identity while sitting more comfortably on the elevation. It would still benefit from the downlighters so it should be no less prominent. It is unclear of how the sign is to be fixed to the building. Request some clarity on this point.

I have no issues with the other changes. No details are provided for the hanging sign, but if a straightforward refurbishment it is likely to fall outside the scope of needing consent.

Since I am not proposing any changes to the number or content of the intended signs I hope the applicant will be able to embrace the suggestions.

John Townsend
Conservation Consultant
27/08/14

UPDATE 04/12/14

Changes satisfactorily deal with points raised, so content for lb consent to be granted. It is my view the lpa does not have control over the date displayed. To cover this point I advise the following informative.

INFORMATIVE

The applicant's attention is drawn to possible inaccuracy of the date to be displayed as part of sign item 2. Local historical research suggests the correct date is 1727. It should be possible to verify the date of the first licence with the Hampshire Record Office <http://www3.hants.gov.uk/archives>

