

PLANNING STATEMENT

THE SHIP PUBLIC HOUSE – LANGSTONE

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.

The company's profile is conveyed through their signage with the use of hand painted signs & 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 new signage at this premises is being undertaken to enhance the building, however this does not involve any structural redevelopment of the building itself. The signage for this property, in regards to design, has taken a sympathetic consideration of the listed building status, whilst also portraying the company image of Fuller Smith & Turner.

The signage is traditional sign written displays of the house name and logos and in proportion with the building features. We feel the signage, due to its scale and colour, does not detract from the listed building status and enhances its appearance in the Emsworth harbour area, Havant.