

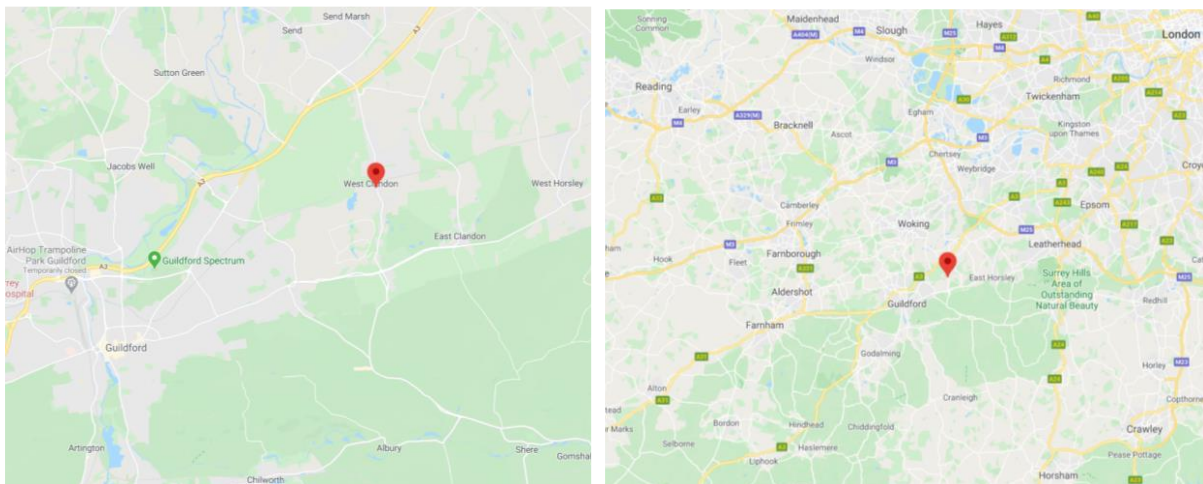
Site Property: Onslow Arms, The Street, West Clandon, Guildford, GU4 7TE

Consent to Display an Advertisement

Design & Access Statement

Use

The Onslow Arms is a smart community pub and restaurant. There is a large customer car park on site for approx. 70 cars plus an overflow car park. The pub is located some 35 miles to the City of London. The pubs location is easily accessible due to its proximity to the M25 and A3 motorway links. The nearest railway station is West Clandon railway station (0.2miles). The site has links to the local bus services.



Source: Google Maps

Investigations undertaken with English Heritage listed building register and Guildford Borough Council local planning authority (LPA) archives revealed the property to not have a listed status (2016) but is locally listed with the local authority. The property also appears to fall within the West Clandon Conservation area and green belt.

The Onslow Arms is a public house which has in the recent past been purchased by Young & Co's. As the site is to be branded with their signage, the existing signage from the previous owner requires removal and rebranding with signage to match that found on other managed sites within their portfolio, many of which are located in important conservation areas on listed buildings.

As such, these changes are:

- 2 no. new standard entrance plaque.
- 1 no. new post swing sign to replace the existing post swing sign. Reason for removal is decay to the existing timber post and its existing positioning restricts access into the primary entrance form the street.
- 1 no. new 190mm high applied letters 'ONSLow ARMS' on the flank wall to the front outrigger.

Relevant existing and proposed elevation drawings have been submitted showing the proposed signs and their locations. Only an existing ground floor plan has been submitted with the

application to assist with identifying the orientation and location of the proposed signage. No proposed plan has been submitted as the proposals do not include changing the layout of the building.

Additional supporting evidence such as the existing signage report, photomontage documentation showing signage location sizes etc. are included. Please note the photomontage document is supporting evidence only and is not intended to be a drawing, photographs only and not to be scaled from.

Amount

The proposals to replace the corporate signage have been carefully thought out with the lettering, swing sign and plaques being kept generally the same size and location as the existing signage.

Scale

The scale, height, width and length have all been designed to be in keeping with the current external trade signage.

It is the designer's view that the appearance and material selected are sympathetic to the property's surroundings and historic importance. Consideration to the texture, materials, colours and lighting have all been considered not only for this site but as part of Young's other managed sites, some of which are situated in conservation areas and on heavily listed buildings.

Layout

The layout of the property will not be affected by the signage proposals, so only an existing ground floor plan has been provided within the application particulars.

Landscaping

Not applicable

Appearance

As with other historic important Young & Co's sites, some heavily listed and in conservation area, it is the designer's opinion that the design and materials selected are sympathetic with the site's setting and historic importance. Consideration to the colour, texture, material and illumination when compiling the proposals.

Architectural & Historic Interest

Investigation carried out with Historic England and the local planning authority revealed the site to have no listed status but does fall within the West Clandon Conservation Area.

Access

Access will not be affected in any way by the signage proposals within this application. The access and egress route will not be hampered and consideration has been given by Young's for disabled access and compliance with BS8300.