

The existing premises and the proposals.

The property is a Grade II listed building.

Description of listing

TA 24 NW HORNSEA NEWBEGIN (south side)

11/34 No 26 (formally known as Ye Old Cottage Cafe)

- II

House, C18. Single storey and attics, 2 cells. Brick, pebble dashed and colour washed, pantiled roof. End lobby plan. C20 door with glazing bars to right, two 12-pane unequal sashes to centre and left. End stacks, raised gables.

Listing NGR: TA2017347617

The proposals, which are the subject of the application submission, are within the curtilage of the existing site and can be summarised as follows:

- i) shop sign with individual letters and logo to replace existing on the front elevation
- ii) black colour acrylic sign to the front elevation (to the left-hand side of the front entrance).
- iii) small protruding flange sign above the front entrance

The proposals are fully illustrated on the drawings, which accompany this application and are described in this Statement.

2. The Heritage Asset and its location

The subject premises is a Grade II Listed Public House, sited within the town of Hornsea.

The proposals have minimum impact on the affects to the original fabric of the existing building.

3. Appearance and the affect by the proposals.

Overall, the appearance looks to keep within the existing scale and character of the building. The elevations remain unaffected by the proposal.

4. Environmental sustainability affected by the proposals.

The proposals work with the existing building and do not affect spaces outside of the existing demise.

Where appropriate, the specification of materials used for the proposals are for commonly used products and do not propose the use of unsustainable products (i.e. the use of products with a high inherent energy use to manufacture).

All the signage materials have been specified with regard to providing longevity– i.e. In conjunction with climate resilience.

5. Layout considerations.

The layout of the proposals does not affect the existing layout of the premises.

6. Scale and design of the proposals in context with its surroundings.

The look of the signage for the building has been carefully designed to harmonise with the site and its surroundings. It takes into consideration the building's historical context and age, ensuring that it complements the existing architectural elements. Importantly, it has been thoughtfully crafted to avoid overpowering the

conservation area, preserving the area's aesthetic and cultural value while still effectively communicating its purpose.

The choice of font for the signage strikes a balance between bringing the building into the modern era while maintaining a harmonious connection with its traditional look and neighbouring businesses. The selected font is contemporary enough to convey a sense of relevance and freshness, yet it respects the historical context and complements the nearby establishments, creating a cohesive visual identity within the neighbourhood.

The decision to use black lettering for the signage aligns perfectly with the existing colour scheme of the building. By matching the black lettering with the building's black windows and white walls, it creates a visually coherent and elegant appearance. This choice not only maintains consistency but also enhances the building's overall aesthetic appeal, blending seamlessly with its surroundings.

7. Access arrangements

The existing access and egress arrangements by the public apply and are unaffected.