

SIGN & DISPLAY PROJECTS

Design Development / Project Management / Implementation

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Council of the Isles of Scilly

23/07/2014

Reference: Advertisement Application the Mermaid P.H.

Hugh Town

We have been instructed by our clients, Punch Taverns, to submit a retrospective planning application for replacement signs recently installed at the above premises.

My clients apologise for not making an application prior to replacing the signs, commercial & contractual pressures meant they had very little time to implement the external refurbishment of the property prior to the agreed opening date.

We would make the following statements in support of the application:

My clients are aware that whilst this particular building is not listed, many surrounding properties are, the whole of Hugh town centre being an historic area, their instructions to us therefore were to simplify the signing scheme, reduce the clutter of signage, & ensure the replacement signage was of traditional appearance & construction, in keeping with the building and its surrounds.

To this end the following were incorporated in to the scheme design:

1. Replacement signs are of traditional painted timber construction.
2. All replacement signs are no larger than those replaced.
3. The panel shape of rectangular panels with inward radiused at the corners was chosen to follow the design of the high level panel on the South West Elevation
4. Colours have been kept to a palette in sympathy to the building and in keeping with its maritime theme.
5. On the North West elevation the number of sign panels has been greatly reduced where it was felt they offered no real benefit & contributed to clutter on the elevation. Three large low level information panels & signage to the shutters on the windows being removed. [My client subsequently feels that a sign above the slip bar entrance on this elevation would be useful as this entrance is fairly obscure, hence its inclusion as an addition to the scheme]

Conclusion

It is hoped that the Council agrees that the scheme is in sympathy to the building and its surrounds & will therefore agree grant retrospective planning approval.

Should any further information be required please do not hesitate to contact me.

Yours sincerely

Ron Fay

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