

# planning design & access statement

for the listed building consent application  
for replacement signage at  
The Lion,  
Main Street, Wendlebury,  
Oxfordshire OX25 2PW.

prepared by

**AAN design & survey**

June 2023



**LOCATION**

The Lion, Main Street, Wendlebury, Oxfordshire OX25 2PW.

**USE**

The application site currently trades as a hotel, restaurant and public house.

**AMOUNT**

The six signs for consideration are either new or replacements

2no to North elevation

“THE LION PUB DINING

BOUTIQUE ROOMS”

REPLACEMENT lettering signage.

“CAR PARK”

REPLACEMENT fascia sign.

2no to south elevation

“THE LION NR BICESTER”

REPLACEMENT fascia pub sign.

“GREAT FOOD & LOCAL ALES” NEW information fascia sign (Not yet installed).

2no to front elevation

“THE LION NR BICESTER”

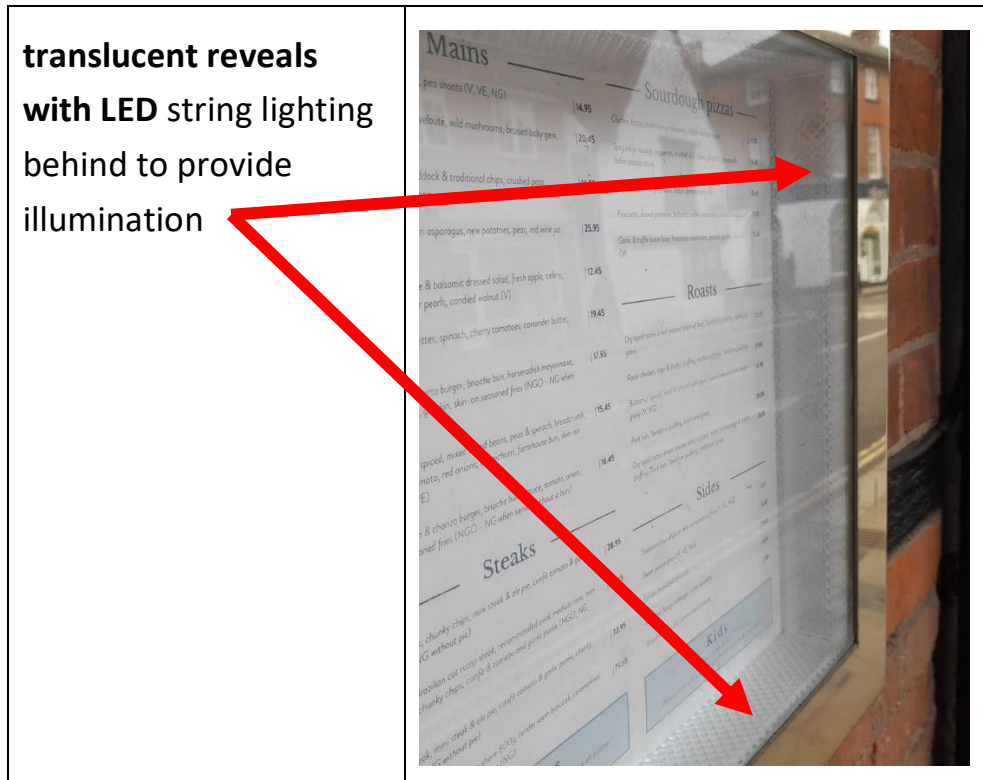
REPLACEMENT hanging pub sign

Menu box

NEW (not yet installed (to left of front door)



**identical menu box (but with different name) at the Bull on Bell Street PH Henley on Thames Oxon.**



## **APPEARANCE**

### *Generally*

The signage is of traditional character and in keeping with the age and external appearance of the property. It does not contrast to any established character nor does it harm the significance of the listed building. See detailed drawings for each sign submitted with this application.

### *Fascia signage*

The fascia signage is of a co-ordinated character all being painted in Farrow and Ball colours and gold leaf.

F&B Card Room Green – *background*

F&B New White 59 – *lettering and logos*

Gold leaf – *lining and subsidiary lettering*

The size of the replacement hanging sign and the car park sign is like-for-like while the replacement fascia pub sign on the south elevation is only marginally larger at 0.08m.<sup>2</sup> It is not “*much larger*” as suggested by the enforcement officer in his letter.

### *Lettering*

(Unlike that which it replaces and which seems to have been sign-written directly on to the wall and with the overall bulk of the scrip suggesting the form of the lion). This has now been removed.

The replacement signage on the northern elevation is traditional in character, being a serif font in a brown satin finish. By its very nature the stonework is easily visible behind. The use of applied lettering results in a simple signage scheme that could easily be removed in the future.

The brown coloured lettering is a subtle choice and does not *leap out* but complements the mellow colouring of the stone gable to the rear. The new lettering has a reduced m<sup>2</sup> area. The maximum letter height is also considerably smaller than that previously installed

## **LIGHTING**

*Generally* The brass swan neck lighting recently fitted to illuminate the signage will be removed, specifically (4no over the lettering on the north elevation) (1no over the south elevation fascia sign). These fittings are not in keeping with the character of the listed building. The applicants are now cognisant that in this case any new light fittings used to illuminate the signage should be of an inconspicuous and discrete character and the fittings not themselves decorative.

*Replacement individual lettering (north elevation)* The 4no swan neck light fittings above the signage will be removed and a 30w LED flood light on a short black metal bracket at the top of the gable reinstated.

2no 30w LED flood lights on a short black metal bracket will be fitted half way up the verge (one each side). The overall lighting will also be sufficient to illuminate the directional car parking sign lower down on the elevation.

*Replacement fascia pub sign (south elevation)* The single swan neck light fitting above the sign will be removed and a 30w LED flood light on a short black metal bracket reinstated.

*New fascia amenity sign within door reveal (south elevation).* A new 30w LED flood light will be installed over this sign.

*New brass menu case (front elevation).* The very low level lighting for the menu case is provided by an LED string located behind the translucent reveals within the case. *See the illustration on page 3.*

*Existing trough lights either side of the hanging sign.* These black satin finish light fittings are retained unaltered.



**The then “Red Lion” with north facing gable from circa 2014 with a large floodlight over the then fascia sign. New energy efficient LED floodlight fittings are far smaller and more discrete than formerly.**

### **SUSTAINABILITY**

Not relevant to application. However all new light fittings proposed are LED ones.

### **LAYOUT**

No change to the layout of the existing.

**SCALE**

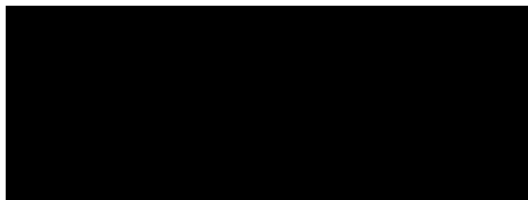
This is an existing building, and the revised signage is not overly dominant within the overall elevations. The “lion” symbol used is more restrained than the one previously used.

**HARD & SOFT LANDSCAPING**

Not relevant to this application.

**ACCESS**

Not relevant to this application.



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