RITCHIE & RITCHIE LLP Architecture & Design

DESIGN AND ACCESS STATEMENT

New signage at The Blue Lion, WITHERLEY

1. ASSESSMENT

Physical context

The site comprises of a group of buildings around a small courtyard, with an area of car parking to the East. The Blue Lion is a listed building and comprises of a mixture of single, two and three storey elements of mixed styles and dates.

The site is flat and there is little in the way of existing natural features, although there is some semi mature tree and shrub planting around the car park area.

The site is in the middle of the village and surrounded by existing residential development on two sides with the Memorial Playing Field on one side and an open aspect to the West.

The site has road frontages on two sides with Post Office Lane and Church Road.

Social context

The applicant is a resident of Witherley and although is not a Publican has acquired the premises with the aim of retaining the Pub as a local facility to primarily serve the local community, as it has previously done for many years.

The site was acquired following the eventual failure of the business after years of lacking investment and continual financial difficulties. This is a not uncommon situation facing many such establishments in the current climate.

Economic context

The premises require a substantial investment to bring them up to a standard to continue to attract the level of business required to viably support this local facility. Years of no investment or maintenance have lead to a deterioration of the fabric, causing the premises to suffer in terms of popularity.

As well as providing the community with ‘it’s Local’ jobs will be created for bar, waiting and cooking staff locally.

All works to the building will be offered to local tradesmen, and similarly associated supplies and services will also be sourced at a local level.

INVOLVEMENT

No discussions have taken place with the local planning authority.

DESIGN & Conservation issues

This application deals with new wall mounted signage to the existing outbuilding (east elevation) and front elevation of existing public house, as indicated on attached drawing numbers 7010.02B, 09C & 10B, together with replacement of existing free standing pictorial sign to the car park, adjacent the boundary with Post Office Lane, position indicated on drawing number 7010.09C.

It is intended these signs will not be illuminated.

The new signage has been designed to integrate with the existing building taking account of its setting and established use and to replace previous poor quality signage.

USE

The building is presently trading as a village pub with dining facilities and these proposals are part of a wider range of improvements to ensure the future success of this business and provide the village with a good quality local facility.
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APPEARANCE

There will be virtually no change to the external appearance of the outbuilding save the removal of existing signage and installation of new.

ACCESS

There will be no change to the current access arrangements as a result of this work.

7010.DAS1.S
August 2010