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CA225

ALLOWED

Your ref
6030
Our ref
APP/X5210/H/94/1862
Date 13 MAR 1995

Dear Sirs

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
REGULATIONS 1992

APPEAL: THE ~~DUKE OF ST ALBANS PUBLIC HOUSE~~, CORNER OF HIGHGATE
ROAD/SWAINS LANE, LONDON NW5
APPLICATION NO: CA/9480119

1. I am directed by the Secretary of State for the Environment to refer to the appeal of your clients, Scottish & Newcastle Retail, against Camden London Borough Council's refusal to permit the display, at the above-mentioned premises, of two externally illuminated fascia signs measuring 5.50m x 0.55m and 8.60m x 0.55m. The Secretary of State's decision has been made on the basis of the written representations and the submitted photographs and an officer of the Department has inspected the site.
2. The general descriptions of the appeal premises, their surroundings and the appeal signs as contained in the Council's statement, received in the Department on 13 January 1995 are accepted.
3. The appeal premises are a modern building, in use as a public house and located in an area of mixed uses. They are also within a Conservation Area where it is necessary for special attention to be paid to the desirability of preserving or enhancing its character and appearance. Whilst this designation does not necessarily preclude the display of well sited signs of suitable size and design, particularly on commercial premises in mainly commercial areas, it is to be expected that it will result in a strict control being maintained to ensure that outdoor advertisements do not spoil the appearance of the area. However, it is also important that local authorities use their power under the Regulations flexibly whilst still having regard to the conservation status of the area. Although the appeal signs consist of glass fronted panels rather than individual letters they are of a simple design with gold lettering on a maroon background which it is thought relates well with both the building and its setting. The two signs fit neatly onto their respective elevations and, bearing in mind the use of the premises, it is



not considered that they appear as unduly bulky or unsympathetic additions to the premises. The illumination is by means of concealed, overhead trough lighting which it is thought would give a wash of light over the signs rather than cause them to stand out as overly prominent features in the street scene.

4. The Council's policies have been carefully considered. However, for the reasons given above, the two appeal signs are thought to be acceptable in relation to the appeal premises and their surroundings and it is considered that their display should be permitted.

5. In all these circumstances, therefore, and having taken account of all the above material factors, it is concluded that the display of the signs is not detrimental to the interests of amenity.

6. Accordingly, the Secretary of State allows the appeal and grants consent for the display for 5 years from the date of this letter of the two fascia signs, as applied for.

7. This letter does not purport to convey any approval or consent which may be required under any enactment, byelaw, order or regulation other than Regulation 5 of the Regulations.

Yours faithfully



P HELLAWELL

Authorised by the Secretary of State
to sign in that behalf