

Amanda Pringle
Insignia Signs & Services
Unit 7
Albion Park, Albion Way
Leeds
LS12 2EJ

Application Ref: **2015/1200/L**
Please ask for: **Tendai Mutasa**
Telephone: 020 7974 **2353**

17 June 2015

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
Prince of Wales
53 Highgate High Street
Highgate
London
N6 5JX

Proposal:
Display of externally illuminated projecting sign and 2 x fascia signs to Public House.
Drawing Nos:

The Council has considered your application and decided to grant Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 All new work and work of making good shall be carried out to match the original



work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 3 The development hereby permitted shall be carried out in accordance with the following approved plans: Site Location Plan, 06 02 15 dr Rev B - 09 04 15 dr, Heritage and Design Statement and LED Technical Specifications

Reason:

For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 Reasons for granting listed building consent:

The proposed signage would be of a size, amount and type of illumination which would not harm the special interest of the listed building. A significant feature of this impressive listed building is the existing timber signage and the traditional writing on this historic Public House which runs across the façade at ground floor level. The proposed new fascia will retain the original timber signage with its traditional hand painted lettering. This is considered to be acceptable in design terms as it is sympathetic to the character and appearance of the Listed Building and overall Conservation Area. The other signs would replace existing signs and follow the current scale and illumination, therefore the size, location and type of illumination would not harm the special interest of the Listed Building and the Conservation Area.

The site's planning history was taken into account when coming to this decision.

Objections were received from the Residents Association as a result of public consultation; however these were withdrawn following amendments to the scheme.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policy CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policy DP25 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policy 7.8 of the London Plan March 2015 consolidated with alterations since 2011, and paragraphs 14, 17, 56-66 and 126-141 of the National Plan

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Ed Watson', written in a cursive style.

Ed Watson
Director of Culture & Environment