

Andrew Beetham
S R SIGNS
WORTLEY MOOR LANE
LEEDS
LS12 4HX

Application Ref: **2018/0126/A**
Please ask for: **Tony Young**
Telephone: 020 7974 **2687**

9 July 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

Prince of Wales PH
53 Highgate High Street
LONDON
N6 5JX

Proposal:

Display of externally illuminated (cowl lights) hand-painted fascia lettering and an externally illuminated (cowl lights) double-sided pictorial sign (all on Highgate High Street elevation); display of externally illuminated (cowl lights) fascia lettering, and installation of a retractable awning above rear window (all on Pond Square elevation).

Drawing Nos: Site location plan; 11347-Planning dated 10/03/2018; 11347-Planning Elevation dated 10/03/2018; 11347-Planning dated 30/05/2018; Heritage Statement.

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

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country



Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

Informative(s):

- 1 Reason for granting advertisement consent:

The proposals involve the display of externally illuminated (cowl lights) hand-painted fascia lettering and an externally illuminated (cowl lights) double-sided pictorial sign (all on Highgate High Street elevation); display of externally illuminated (cowl lights) fascia lettering, and installation of a retractable awning above rear window (all on Pond Square elevation).

The proposed retractable awning would be approximately 2.6m long by 2.5m wide and made of a traditional canvas fabric. The awning would extend forward from a new awning box positioned above the rear window. The awning would be fixed appropriately at fascia level and would be approximately 3.4m in height above ground level, extending entirely within a private forecourt, and approximately 5m from the edge of the pavement when fully extended, and as such, would not impact on the public highway or be harmful to public safety.

Concerns were initially raised with regards to external lighting proposals which included trough lighting and lanterns given that these were considered to be inappropriate and unsuitable methods of illumination for the proposed signage in the context of this listed building and likely to result in an incongruous appearance. Following Council advice, the applicant altered the external lighting to a combination of cowl lights and lamps. These amendments are considered to be acceptable.

Overall, the proposals are considered to be acceptable in terms of their size, design, location, and methods of illumination, and would not have any adverse impact on the neighbouring amenity, nor would they be harmful to pedestrians or vehicular safety in accordance with the Camden Planning Guidance. Furthermore, the proposed signage would not obscure any significant architectural features or otherwise visually harm the appearance of the listed building, nor harm the character and appearance of the Highgate Village Conservation Area, and as such, the proposals are in accordance with Council policies and guidelines, and are acceptable.

The site's planning and appeal history has been taken into account when coming to this decision. No objections have been received in relation to the proposals.

As such, the proposal is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017, policy DH2 of the Highgate Neighbourhood Plan 2017, the London Plan 2016, and the National Planning Policy Framework 2012.

- 2 The intensity of the illumination of all signage shall not exceed the maximum permitted recommended luminance levels as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.
- 3 The applicant is advised that the proposed display of non-illuminated amenity sign and lettering hand-painted on a rear wall (Pond Square elevation), and as shown on the submitted drawings, are considered to benefit from deemed advertisement consent, as defined by Schedule 3, Part 1, Class 6 of the Town and Country Planning (Control of Advertisements) Regulations 2007, and therefore do not require formal determination by the local authority by way of an advertisement consent application.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

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

Yours faithfully

David T. Joyce

David Joyce
Director of Regeneration and Planning