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## Appeal Decision

Site visit made on 17 August 2011

**by Mrs K.A. Ellison BA, MPhil, MRTPI**

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 26 August 2011

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**Appeal Ref: APP/H0738/H/11/2154341**

**Zanzibar Nightclub, 89-91 High Street, Stockton-on-Tees, Cleveland  
TS18 1AA**

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
  - The appeal is made by Harewood Group against the decision of Stockton-on-Tees Borough Council.
  - The application Ref 11/0342/ADV dated 14 February 2011 was refused by notice dated 12 April 2011.
  - The advertisement proposed is a high level internally illuminated fascia sign.
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### Decision

1. The appeal is dismissed.

### Reasons

2. The main issue is the effect of the sign on the site and its surroundings, with particular regard to the location within the Stockton Town Centre Conservation Area.
3. The appeal property is one of a group of buildings of fairly modern design. The sign sits on the upper part of the building and consists of four, illuminated letters each measuring almost 2.4m in height and width. Although there are a number of other signs in and around this part of the town centre, these are generally much more modest in size. Notwithstanding its commercial setting therefore, the sign appears excessive in scale and, owing to its size and position, is unduly intrusive in the streetscene.
4. As the Appellant points out, the present sign is related to a significant investment in the refurbishment of the building. Whilst it is common ground that this sign is not so dominant as the one it replaced, I consider that it nonetheless appears unacceptably dominant and overbearing in the context of this part of the High Street. Thus, despite its more subdued tone, this sign still has an unacceptably adverse effect on the appearance of this part of the conservation area. I appreciate that the sign is an important means of attracting custom but this does not outweigh the harm associated with its scale, which has a clear and appreciable impact on its surroundings.
5. The sign has an adverse impact on the site and its surroundings. As such, it is contrary to the design criteria in Core Strategy policy CS3 and to Local Plan policy EN24, which is concerned with development in conservation areas.

These policies, although not decisive, are a material consideration in the appeal.

6. For the reasons given above I conclude that the display of the sign is detrimental to the interests of amenity.

*K.A. Ellison*

Inspector