

**DARLINGTON BOROUGH COUNCIL**

**PLANNING APPLICATIONS COMMITTEE**

**COMMITTEE DATE: 17 DECEMBER 2008**

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<b>APPLICATION REF. NO:</b>	<b>08/00883/ADV</b>
<b>STATUTORY DECISION DATE:</b>	<b>05 JANUARY 2008</b>
<b>WARD/PARISH:</b>	<b>CENTRAL</b>
<b>LOCATION:</b>	<b>10 NORTHGATE</b>
<b>DESCRIPTION:</b>	<b>DISPLAY OF INTERNALLY ILLUMINATED FASCIA AND PROJECTING SIGN</b>
<b>APPLICANT:</b>	<b>EASTON BEVINS</b>

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**APPLICATION AND SITE DESCRIPTION**

The application site is situated on the eastern side of Northgate under the Kings Head Hotel building which is Grade II Listed Building. The site is located within the Town Centre Conservation Area.

The Kings Head Hotel was extensively damaged by fire on 15 August 2008, which resulted in water damage being caused to a number of the retail units below. One such unit is occupied by the Vodafone mobile phone shop at 10 Northgate. A Listed Building Consent application has been submitted to refit the interior and this application has been submitted to renew the exterior signage.

**PLANNING HISTORY**

02/01021/ADV – Display of illuminated fascia advertisement and projecting sign.

Application granted for signage that is currently on site.

**PLANNING POLICY BACKGROUND**

Policy E39 (Advertisements in Built-Up Areas) in the Borough of Darlington Local Plan is the key policy relevant in determining this application. The terms of this policy permit the erection of advertisements subject to the scale, location and design of the signage respecting the character, appearance and architectural details of the building on which they are to be displayed. There is also a need to preserve and enhance the distinctive character of conservation areas, and to ensure that the special character of the listed buildings and their setting are not harmed.

## **RESULTS OF CONSULTATION AND PUBLICITY**

One letter of objection has been raised on the grounds that there is a proliferation of plastic signs throughout the town centre, which are considered to have a negative impact on the appearance of the town centre. The signage is also considered to be out of character with the remainder of the building above.

The Council Traffic Manager raises no objection to the proposal.

Environmental Health raise no objections to the proposal.

## **PLANNING ISSUES**

The existing signage at the property is modern in design with raised illuminated lettering also a small projecting illuminated sign is located toward the southern extent of the fascia sign. Advertisement consent was granted for this signage in 2002.

The proposed signage is almost identical in design to this but the main lettering and symbol on the fascia board is to be smaller than that of the existing layout. The lettering and symbol will be a maximum height of 475mm. The projecting sign will be slightly larger than that already installed at a projection of 600mm and height of 600mm. The existing projecting sign has a projection of 650mm at a height of 420mm. A headroom clearance of around 3.1m is provided from ground level, which complies with highways requirements.

Overall the proposed signage only represents a slight variation from that already approved at the property and will not have an adverse impact upon the appearance of the conservation area. In terms of impact upon the listed building the shop frontages facing Northgate have been subject to numerous alterations historically and consequently any period features have been removed. The proposed signage will not impact upon the remainder of listed building above, which is of primary value.

## **SECTION 17 OF THE CRIME AND DISORDER ACT 1998**

The contents of this report have been considered in the context of the requirements placed on the Council by Section 17 of the Crime and Disorder Act 1998, namely the duty on the Council to exercise its functions with due regard to the likely effect of the exercise of those functions on, and the need to do all that it reasonably can to prevent crime and disorder in its area. It is not considered that the contents of this report have any such effect.

## **CONCLUSION**

The proposed advertisements will have no significant impact on amenity and public safety and the proposal therefore complies with policy E39 (Advertisements in built up areas) of the Borough of Darlington Local Plan 1997.

## **RECOMMENDATION**

That CONSENT BE GRANTED subject to standard advertisement conditions AD1 – AD5.

**SUGGESTED SUMMARY OF REASONS FOR GRANTING PLANNING PERMISSION**

The proposed advertisements will have no significant impact on amenity and public safety within the town centre conservation area and the proposal therefore complies with policy E39 (Advertisements in built up areas) of the Borough of Darlington Local Plan 1997.

**INFORMATIVES**

The decision to grant planning permission has been taken having regard to the policies and proposals in the Borough of Darlington Local Plan set out below, and to all relevant material considerations, including Supplementary Planning Guidance:

Policy E39 (Advertisements in built up areas)