

**DARLINGTON BOROUGH COUNCIL**

**PLANNING APPLICATIONS COMMITTEE**

**COMMITTEE DATE: 24th September 2008**

**Page**

---

<b>APPLICATION REF. NO:</b>	<b>08/00660/ADV</b>
<b>STATUTORY DECISION</b>	<b>DATE: 2nd October 2008</b>
<b>WARD/PARISH:</b>	<b>CENTRAL</b>
<b>LOCATION:</b>	<b>78 Skinnergate, Darlington</b>
<b>DESCRIPTION:</b>	<b>Display of 4 No. wall mounted signage units advertising businesses located at the entrances to Buckton's Yard and Clark's Yard. (amended description)</b>
<b>APPLICANT:</b>	<b>Darlington Borough Council, Director of Corporate Services.</b>

---

**APPLICATION AND SITE DESCRIPTION**

Advertisement consent is sought for the display of four wall mounted signage boards at entrances to Buckton's and Clarks Yard off both Skinnergate and High Row. Applications were submitted for Listed Building Consent for these signs at the previous committee on 27th August 2008 and referred to the Secretary of State with a recommendation to approve. At the time of writing a response is still awaited in relation to this referral. As the signage proposed is intended to contain details of business names and contact information it is also necessary for the signage to have the benefit of Advertisement Consent. The application site is located within the heart of Darlington's Town Centre and Conservation Area.

At present there are plywood signage boards in these locations that have been in place for a number of years but have proved difficult to update and maintain.

**PLANNING HISTORY**

93/00018/ADV – Display of four advertisement boards

**PLANNING POLICY BACKGROUND**

Policy E39 of the Borough of Darlington Local Plan sets out the requirement for advertisements proposed within the built-up areas of the Borough. The criteria against which such applications should be judged are as follows:

- The need for the scale, location and design of advertisements to respect the character, appearance and architectural details of the building they are displayed on;
- The need to safeguard the visual amenity of the neighbourhood where an advertisement is to be displayed, taking into account the impact of the proposed advertisement and its

cumulative impact together with other advertisements in the area and the particular character of the neighbourhood;

- The need to preserve or enhance the distinctive character of conservation areas, and to ensure that the special character of Listed Buildings and their settings is not harmed.

## **RESULTS OF CONSULTATION AND PUBLICITY**

Letters were sent to neighbouring properties advising of the application and giving until 3 September 2008 for any comments to be received. A press advert and site notices were issued advising that any comments should be received by 12 September 2008. At time of writing no objections have been received.

## **PLANNING ISSUES**

The proposed signs are designed in such a way to be inkeeping with the existing hanging signage provided on High Row above the various yard entrances. The proposed signs will each be 2m high by 1.25m wide similar proportions to that of the signage to be replaced. The lattice surround is to be dark green with red interchangeable panels with gold lettering to indicate current businesses within the respective yards. The design and proposed colouration of the signage proposed will be inkeeping with the surrounding area and will not have a detrimental impact on the Listed Building. The signs are non-illuminated. As the signage boards are intended to provide a uniform means of advertising businesses in the yards and will result in the removal of boards that have been updated on a piecemeal basis the signage should aesthetically improve the entrances to the respective yards.

Overall, the proposal does not harm the architectural or historic character of the application properties and are considered to preserve the conservation area.

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

The proposed development has 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

## **CONCLUSION**

Overall appearance would be of a good quality signage that is inkeeping with the character and design of the existing overhead signage that has been erected at the yards. The signage will not adversely effect the appearance of either the listed building or the Town Centre Conservation Area. It is therefore considered that the application is compliant with the requirements of Policy E39 of the Borough Local Plan.

## **RECOMMENDATION**

That advertisement consent BE GRANTED subject to the following conditions:-

AD1 - AD5 Advertisements

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

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.