

DARLINGTON BOROUGH COUNCIL

PLANNING APPLICATIONS COMMITTEE

COMMITTEE DATE: 21 October 2009

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APPLICATION REF. NO:	09/00578/ADV
STATUTORY DECISION DATE:	13 October 2009
WARD/PARISH:	COLLEGE
LOCATION:	Claremont Villas, Trinity Road
DESCRIPTION:	Display of freestanding sign
APPLICANT:	Darlington Homes

APPLICATION AND SITE DESCRIPTION

The application site contains the original villa, (Claremont) which has been converted to nine apartments and a modern apartment building, to the rear, containing a further twelve apartments.

The application is for the retention of the existing freestanding V shaped sign located at the front of the site, on Trinity Road. The sign is not illuminated and it is advertising the availability of units within the residential development.

The application site falls within the Stanhope Road/Grange Road Conservation Area.

PLANNING HISTORY

04/0893/FUL In December 2004, planning permission was GRANTED for the conversion of existing building to form 9 apartment dwellings and the construction of a new building to contain 12 apartment dwellings

05/00566/ADV In July 2005, advertisement consent was GRANTED for the erection of a temporary non-illuminated sign. This consent was granted for a limited period of one year expiring on 15 July 2006.

07/01140/ADV In February 2008, advertisement consent was GRANTED for the display of freestanding sign and a banner on the building. This consent was granted for a maximum period of 18 months.

PLANNING POLICY BACKGROUND

Policy E39 (Advertisements in Built Up Areas) of the Borough of Darlington Local Plan is relevant. Government guidance on conservation areas is contained within Planning Guidance Note 15 – Planning and the Historic Environment

RESULTS OF CONSULTATION AND PUBLICITY

One letter of objection has been received raising the following issues:

The reasoning for the limited display period is still valid and the new application should be rejected. The applicant has had their 18 months. More if you remember that it was a retrospective application that was only submitted because of my complaint. Construction started on site in May 2004. Our amenities have been “tested” for five and half years, surely that is enough?

The Council’s Highways Engineer has raised no objections to the sign.

The Council’s Conservation Officer has stated, *“I have no objection to the extension of advertisement consent in the current economic climate. It will still remain temporary and will have minimal impact on the Conservation Area.”*

PLANNING ISSUES

The sign is in place to advertise the remaining vacant units at Claremont Villas. The current downturn in the housing market has had an impact on the development being fully occupied. The applicant has requested consent to display it for a further 18 months.

The main issues to be considered here are whether or not the proposed development is acceptable in the following terms:

- Amenity
- Public Safety

Amenity

The application site falls within the Stanhope Road/Grange Road Conservation Area. It is positioned within a forecourt area behind the boundary wall at the front of the development. The Council’s Conservation Officer has no objections to the further display of the advertisement for the requested time period.

The potential alternative to having one display board is a row of individual For Sale signs, which do not require advertisement consent, and would have more of a detrimental impact on the street scene. This is currently evident on the Scholars Park housing site opposite Claremont, where there is a row of For Sale signs on the Trinity Road frontage.

The proposed sign would not have a detrimental impact upon the residential amenities of the neighbouring residential dwellings as the advertisement is located an acceptable distance from them.

Public Safety

The advertisement does not raise any public safety issues nor does it have an adverse impact on highway safety.

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 advertisement 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. The display board would not have an adverse impact on the Stanhope Road/Grange Road Conservation Area and it would accord with Planning Policy Guidance Note 15 – Planning and the Historic Environment

RECOMMENDATION

ADVERTISEMENT CONSENT BE GRANTED SUBJECT TO THE FOLLOWING CONDITIONS

1. AD1 (Advertisements)
2. The advertisement hereby approved shall be displayed for a period of 18 months. The advertisement shall then be removed from the site unless otherwise agreed by the Local Planning Authority

REASON: In the interests of the visual amenity of the Stanhope Road/Grange Road Conservation Area and the amenity of the neighbouring residential dwellings.

SUGGESTED SUMMARY OF REASONS FOR GRANTING PLANNING PERMISSION

The proposed advertisement 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. The display board would not have an adverse impact on the Stanhope Road/Grange Road Conservation Area and it would accord with Planning Policy Guidance Note 15 – Planning and the Historic Environment