

DARLINGTON BOROUGH COUNCIL

PLANNING APPLICATIONS COMMITTEE

COMMITTEE DATE: 7 April 2010

Page

APPLICATION REF. NO:	10/00094/ADV
STATUTORY DECISION DATE:	29 March 2010
WARD/PARISH:	COCKERTON EAST
LOCATION:	The Brinkburn, Lady Kathryn Grove
DESCRIPTION:	Display of 2 No. non illuminated Post Signs
APPLICANT:	Punch Pub Co Ltd

APPLICATION AND SITE DESCRIPTION

This is a retrospective application for the erection of two non-illuminated pole signs located on the Brinkburn Road frontage of The Brinkburn Public House. This frontage consists of an outdoor drinking area enclosed by landscaping and hedgerows.

Three pole signs were erected on within the hedged strip without the benefit of advertisement consent. However, following discussions with officers, the pole sign located on the corner of Lady Kathryn Grove and Brinkburn Road was removed and this application to retain the remaining two signs has been submitted. The two new signs are located to the east of an existing double-sided freestanding illuminated sign also on the Brinkburn Road frontage.

The surrounding area is predominately residential interspersed with some local shops

PLANNING HISTORY

The most relevant and recent planning entry is:

08/00092/ADV In April 2008 advertisement consent was GRANTED for the display of double sided pole sign externally illuminated by trough lights, 1 single sided fascia sign externally illuminated, 1 single sided fascia sign on western elevation non illuminated, 1 logo sign non illuminated, 2 single sided transom signs and two free standing entrance signs internally illuminated

PLANNING POLICY BACKGROUND

Policy E39 (Advertisements in Built Up Areas) of the Borough of Darlington Local Plan 1997 is relevant

RESULTS OF CONSULTATION AND PUBLICITY

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

- There were three signs on the site until sometime last week. The signs have been there since before Christmas. I think they are an eyesore when you travel down Brinkburn Road, as they are bright red and have multi coloured advertisements on then advertising cheap food/drinks. It was only a few months ago that the pub was upgraded and extra signs were added then, but these signs are black and gold and therefore they blend into the surrounding area better than the bright red ones they have erected, supposedly without planning permission

Consultation Responses

The **Council's Highways Engineer** has raised no objections to the development

PLANNING ISSUES

The main issues to be considered here are whether or not the advertisements are acceptable in the following terms

- Amenity
- Public Safety

Amenity

The two remaining signs are non-illuminated and consist of a frame measuring 0.96m (W) x 1.36m (H) on top of a pole measuring 1.9m high. The pole and frame are coloured red and have been placed within an existing hedge on the Brinkburn Road frontage. They are positioned to the east of an existing freestanding illuminated sign, which is more substantial in terms of scale. The existing free standing sign and the signage on the Public House are all coloured black and gold.

The applicant has agreed to paint the pole and frames black to match the existing signage on the site and this would be secured by an appropriate planning condition ensuring that the repainting of the signs is completed within a suitable timescale. It is considered that this would minimise the visual impact of the signs on the street scene.

As the sign are non-illuminated, they would not have an adverse impact on the amenities of the dwellings on the opposite side of Brinkburn Road or those located to the west on Lady Kathryn Grove.

It is considered that the signs do not have a detrimental impact on the amenity of the area or on the neighbouring dwellings.

Public Safety

The Council's Highways Engineer has raised no objections to the development and therefore the signs do not raise any public safety issues.

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

ADVERTISEMENT CONSENT BE GRANTED SUBJECT TO THE STANDARD CONDITIONS RELATING TO THE DISPLAY OF ADVERTISEMENTS (AD1 – AD5) PLUS:

Notwithstanding the details shown on the approved plans, the post signs shall be painted black within a timescale agreed with the Local Planning Authority.

REASON: In the interests of the visual amenity of the locality.

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.