

**DARLINGTON BOROUGH COUNCIL**

**PLANNING APPLICATIONS COMMITTEE**

**COMMITTEE DATE:** 2 November 2011 **Page**

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**APPLICATION REF. NO:** 11/00589/ADV

**STATUTORY DECISION DATE:** 3 November 2011

**WARD/PARISH:** COCKERTON EAST

**LOCATION:** The Brinkburn, Lady Kathryn Grove, Darlington

**DESCRIPTION:** Display of 1 No externally illuminated freestanding post sign, 1 No externally illuminated logo, 1 No externally illuminated fascia sign, 2 No non illuminated post signs, 1 No non illuminated fascia sign; 4 No lanterns; 1 No non illuminated Directional sign on the car park entrance and 1 No freestanding non illuminated V sign

**APPLICANT:** Spirit Pub Co (Services) Limited

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**APPLICATION AND SITE DESCRIPTION**

The Brinkburn Public House is located on the corner of Lady Kathryn Grove and Brinkburn Road. There is a car park to the rear of the site accessed off Lady Kathryn Grove. The surrounding area consists predominately of residential properties but there are some commercial outlets on the locality.

The Public House is going to be subject to an internal refurbishment and this application is for the erection of new signage on the building and also within its curtilage.

**PLANNING HISTORY**

The relevant entries are:

08/00092/ADV In March 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. Maximum illumination would be 250 Candelas/m<sup>2</sup>

08/00104/FUL In April 2008 planning permission was GRANTED for the erection of jumbrella and smoking shelter to the front. Alterations to rear lobby entrance and erection of detached chiller and storage building

10/00094/ADV In April 2010 advertisement consent was GRANTED for the display of 2 No. Non illuminated post signs

## **PLANNING POLICY BACKGROUND**

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

## **RESULTS OF CONSULTATION AND PUBLICITY**

Four letters of objection have been received, albeit two letters have been submitted from the same household. The concerns can be summarised as follows:

- *I object to light 3C (a lantern above an entrance on the Lady Kathryn Grove frontage). This is an additional light to be added to the side of The Brinkburn that is directly opposite my house. I feel there is already adequate lighting for any patrons of the Brinkburn in this area. . This light will increase the light pollution already imposed on the residents of Lady Kathryn Grove. I am particularly concerned for the added glare it will cause to my childrens bedrooms that are located to the front of my property, directly opposite the proposed location of this light.*
- *I object to sign number 04 (the freestanding car park sign on the Lady Kathryn Grove entrance). Currently there is no sign in this area of the Brinkburn. This sign will be placed directly on the residential street of Lady Kathryn Grove and opposite my house. I believe that this sign will have a detrimental effect to the aesthetics of the street, which is a residential area. I feel that the Brinkburn already has a large number of signs and has now reached its limit for this form of advertising in a residential area. It is my belief that placing a sign in this location does not provide any benefits, however it does create many negatives.*
- *The main sign is too intrusive and when illuminated will be an additional traffic hazard on this busy junction. Care must be taken to ensure that any lights are correctly positioned so as not to dazzle traffic.*
- *The signs on the building are too large and intrusive for a residential area. When illuminated they will look ghastly and detract from the surrounding properties.*
- *I live opposite the Brinkburn on Lady Kathryn Grove (No.2), I would like to register my objection to certain parts of this planning application. I would like to object to the lit sign 02 (externally illuminated logo sign) on the planning drawing as this sign is directly opposite my child's bedroom window & I fear that the light from this sign will illuminate his bedroom on a night.*
- *I would also like to object to the new lighting around the side entrance of the pub (03B & 03C - lanterns) as these are directly opposite my living room window, I feel that the current lighting is sufficient & any further lighting could shine into my living room window when the leaves have been shed from the trees between my property & the pub.*
- *I feel that currently the Brinkburn has a significant amount of signage/lighting, certainly more than other pubs I have observed in a residential area. I would object to any further signage/lighting being added, particularly sign 04 that is on the entrance to the car park. At the moment the car park is regularly full so it is not as if people are unaware the car park exists.*

A number of concerns have been raised over the safety of the existing car park access with Lady Kathryn Grove but these concerns are not material planning considerations for this application.

### **Consultee Responses**

The Council's Highways Engineer has no objections to the proposed signage provided that the new directional sign for the car park is not located within the visibility splay for this junction

### **PLANNING ISSUES**

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

- Amenity
- Public Safety

#### **Amenity**

The application site contains some low level planting on the Brinkburn Road frontage and some more planting on the Lady Kathryn Grove frontage which is slightly more mature and significant although there are breaks within it especially due to the access into the car park area. There are existing signs on the Public House building and within its curtilage. The proposal involves:

*An externally illuminated freestanding post sign on the Brinkburn Road frontage close to the Lady Kathryn Grove junction;*

This double sided sign measures 1.44m wide with an overall height of 4.06m and it would be sited within the low level landscaped strip. This sign replaces an existing externally illuminated freestanding post sign and it is smaller than the existing sign.

*An externally illuminated logo sign on the gable end of a two storey section of the Public House fronting onto Lady Kathryn Grove;*

This sign replaces an existing externally illuminated logo sign on this part of the Public House. This sign is smaller than the existing sign and the method of illumination remains the same.

*An externally illuminated fascia sign on the Public House fronting onto Brinkburn Road;*

This sign would replace an existing externally illuminated fascia sign. This sign is smaller than the existing sign and the method of illumination remains the same.

*A non illuminated fascia sign on the Public House fronting onto Lady Kathryn Grove;*

This sign would replace an existing non illuminated fascia sign. The new sign is smaller than the existing sign.

*A total of four lanterns on the north, south and west elevations above the entrances of the Public House;*

There would be two new lanterns on the building as a result of this proposal. There are lanterns currently located above the north and south entrances but two further lanterns would be erected above two separate entrances on the west elevation of the Public House fronting Lady Kathryn Grove

*A non illuminated Directional sign at the entrance to the car park on Lady Kathryn Grove*

This is a new sign located on the Lady Kathryn Grove access into the car parking area. It would be within the landscaped area positioned at 90 degrees to the dwellings on the opposite side of the road.

*A non illuminated freestanding V sign on the Brinkburn Road frontage*

This is a new double sided V sign on this frontage and it would be sited within the low landscaped area. It would replace the two freestanding signs approved under advertisement consent reference number 10/00094/ADV.

There would be four new signs erected as part of the rebranding (two new lanterns and two non illuminated signs) and two freestanding post signs would be removed from the Brinkburn Road frontage.

It is considered that the new signage will not have an adverse impact upon the visual amenity of the application site and the wider street scene.

The objector's dwellings are positioned opposite the application site on Lady Kathryn Grove. The existing landscaped strip along the west boundary of the site does create a visual barrier although not continuous as they are breaks within it and it is not a uniform height all the way along. The main sign in terms of size which faces these dwellings would be the new fascia sign but this sign will not be illuminated and the logo sign is replacing an existing illuminated sign.

It is considered that the cumulative impact of the signage, including the two new lanterns on western elevation would not result in adverse residential amenity conditions for the neighbouring dwellings.

### **Public Safety**

The Council's Highways Engineer has no objections to the proposed signage provided that the new directional sign for the car park is not located within the visibility splay for this junction with Lady Kathryn Grove. This can be secured by the imposition of an appropriate planning condition.

### **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;**

Prior to the erection of Sign 04 shown on Drawing Number 82869 (PLANNING) Rev A, precise details for the siting of the sign shall be submitted to and approved in writing by the Local Planning Authority and the development shall not be carried out otherwise than in complete accordance with the approved details

**REASON:** In the interests of highway safety

**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.