

DARLINGTON BOROUGH COUNCIL

PLANNING APPLICATIONS COMMITTEE

COMMITTEE DATE: 3rd June 2009

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APPLICATION REF. NO	09/00249/ADV
STATUTORY DECISION DATE:	12th June 2009
WARD/PARISH:	COLLEGE
LOCATION:	Arts Centre, Vane Terrace, Darlington
DESCRIPTION:	Display of internally illuminated fascia signage ‘Darlington Arts Centre’ over main entrance.
APPLICANT:	DIRECTOR OF CORPORATE SERVICES

APPLICATION AND SITE DESCRIPTION

Advertisement consent is sought for the display of a wall mounted sign for the Darlington Arts Centre. The proposed signage requires consent owing to proposed halo illumination. The application site is located within the Stanhope Road/Grange Road Conservation Area. The arts centre is not listed although it is of value to the conservation area.

PLANNING HISTORY

None relevant

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

No objections were received from local residents as a result of the notification exercise. Both site and press notices were also issued.

The Council's Highways Officer has been consulted and has raised no objections to the proposed development.

Environmental Health raised no objections to the proposal.

PLANNING ISSUES

The principal issue to be considered is whether the proposed signage would materially affect the visual amenities of the locality.

The signage is designed to be contemporary in design and is intended to compliment the existing 'Threshold' sculpture that has been located to the front of the arts centre. The sign is to be constructed part from cut stainless steel with the word 'Arts' produced from larger 'blown letters'. The proposed signage measures 4.3m in height at a width of 510mm and depth of 110mm. The signage will be located vertically above the main entranceway. Fixings are to be used that will securely locate the signage but will enable easy removal if necessary. The signage will be lit using static white LED's incorporated behind the letters to create a 'halo' illumination effect.

It is considered that the proposed signage, would be acceptable in respect of its impact on the visual amenities of the locality and raises no issues in respect of highway safety. The proposal therefore complies with the relevant policies in the Local Plan.

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 development is considered acceptable in this location and will not give rise to conditions prejudicial to local amenity or highway safety. The application does not raise any issues in relation to highway safety or crime prevention and complies with the relevant policies of the development plan, as listed below.

RECOMMENDATION

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

AD1 - AD5 Advertisements

That this consent is granted for a limited period of five years from the date of this notice.

Reason: To accord with the town and country Planning (Control of Advertisement) Regulation 1992.

SUGGESTED SUMMARY OF REASONS FOR GRANTING ADVERTISEMENT CONSENT.

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.