

DARLINGTON BOROUGH COUNCIL

PLANNING APPLICATIONS COMMITTEE

COMMITTEE DATE: 4 June 2008

Page

APPLICATION REF. NO:	08/00278/ADV
STATUTORY DECISION DATE:	29 May 2008
WARD/PARISH:	CENTRAL
LOCATION:	1 Eskdale Street, DARLINGTON
DESCRIPTION:	Display of externally illuminated fascia and hoarding signs to front and side
APPLICANT:	MR IAN LEAFE

APPLICATION AND SITE DESCRIPTION

The application site is located close to the edge of the town centre within a two storey former office block with ground floor warehouse positioned at the end of a mainly residential terrace on the junction of Eskdale Street with Larchfield Street. A back lane separates the terrace from a similar terrace of Victorian dwellings to the south in Napier Street. To the east, across Larchfield Street, is located the Telephone Exchange.

Planning permission was granted on 7 March 2008 (08/00036/CU) to convert the ground floor warehouse to a retail shop. This application seeks to display fascia signage for the retail business on the ground floor on the elevations of the building facing onto Eskdale Street and Larchfield Street.

The shop premises will have a fascia, 14.5 metres wide, facing onto Larchfield Street and 3.7m wide facing Eskdale Street. Fascia signs to these elevations would be positioned 2.35m above street level and externally illuminated by Swanneck overhead lighting. Lettering and logo would be painted in blue.

In addition, a plywood vertical infill hoarding, 2.3 metres high by 650mm wide would be positioned below the fascia signage close to the corner of the premises at Eskdale Street, again with blue lettering. The applicant intends to limit the illumination of these signs to business hours only.

PLANNING HISTORY

08/00036/CU - Planning permission was granted on 07/03/08 for the change of use of the ground floor of the building from warehouse use to a retail use.

96/00782/CU - Planning permission was granted on 18th March 1997 for the change of use of the property from a warehouse and offices to provide 6 residential flats.

PLANNING POLICY BACKGROUND

The following policy of the Borough of Darlington Local Plan is considered to be relevant:

E39 - Advertisements in Built-Up Areas

RESULTS OF CONSULTATION AND PUBLICITY

Neighbours: Two letters have been received from local residents objecting to the proposal on the following grounds:

1. The adverts, as part of the development, would devalue nearby properties;
2. Disturbance at night caused by illuminated signs;
3. Positioning of a hoarding at the end of Eskdale Street;
4. Adverts will be an eyesore.

Highways: No objections

PLANNING ISSUES

The proposal will provide signage to the retail premises recently granted planning permission to operate from the ground floor of the building.

The principle form of advertisement will be formed by the fascia sign positioned above the shop fronts on both main elevations of the building and will consist principally of the business name in 300mm high individual letters in blue with silver background on the elevation facing Larchfield Street as well as an oval logo and smaller descriptive information 100mm high lettering on both elevations.

In addition, a vertical painted plywood hoarding, positioned flush with the fascia, would form an infill between the corner of the building and the shop front on Eskdale Street. This hoarding would not project beyond the plane of the building and, in effect, form part of the shopfront. The hoarding would contain 100mm blue information lettering on a silver background to match the main fascia.

The applicant is mindful that the introduction of externally illuminated signs may affect the residential amenity of neighbouring dwellings within Eskdale Street at night and, as such is prepared to accept a condition that would require the external illumination be turned off outside of business hours.

Concerns raised with respect to impact on property value would not be a national planning consideration.

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. The proposed development does not give rise to crime and disorder issues.

CONCLUSION

Overall appearance would be of a good quality signage that is in accordance with the retail business operation being undertaken from the premises as well as the character and the setting of this building. There will be no discernable adverse effect upon either the visual amenity of the site or residential amenity enjoyed by neighbouring dwellings.

RECOMMENDATION

THAT PLANNING ADVERTISEMENT CONSENT BE GRANTED SUBJECT TO THE FOLLOWING CONDITIONS:-

- 1) AD1 Advertisements
- 6) The advertisements shall only be illuminated whilst the premises to which they relate are open for business.

REASON - In order to protect the residential amenity of the area in accordance with the requirements of saved Policy E39 (Advertisements in Built-Up areas) of the Borough of Darlington Local Plan.

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.