

DARLINGTON BOROUGH COUNCIL

PLANNING APPLICATIONS COMMITTEE

COMMITTEE DATE: 8 March 2017

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APPLICATION REF. NO:	16/01232/ADV
STATUTORY DECISION DATE:	10 March 2017
WARD/PARISH:	WHINFIELD WARD
LOCATION:	Access Road Green Lane Darlington Golf Club Haughton Grange Whinfield Road Darlington
DESCRIPTION:	Display of 1 No. non-illuminated banner sign
APPLICANT:	The Darlington Golf Club

APPLICATION AND SITE DESCRIPTION

The application site consists of an area of open land to the east of Green Lane, and to the north of Whinfield Road. The site shares a boundary with residential properties to the east. Beyond the highway to the south are residential properties and the Springfield Public House. The site already houses a freestanding double framed pole entry sign for Darlington Golf Club.

Advertisement Consent is sought for additional signage running below the existing freestanding signage, within a wooden frame in the form of a banner. Consent is requested for a temporary period until 1st May 2017, in order to advertise membership rates to the Golf Club. The banner sign would sit at ground level and would measure some 3m long x 1m high with red, black and blue text, on a white background.

PLANNING HISTORY

There is no planning history relevant to this application.

PLANNING POLICY BACKGROUND

The relevant development plan policies are:

Borough of Darlington Local Plan (1997)

E39 – Advertisements in Built-up areas

RESULTS OF CONSULTATION AND PUBLICITY

The application was publicised through a site notice and neighbour notification. A total of **five** objections were received, raising the following issues:

- *The new signage does not meet the appropriate regulations;*

- *The signage is inappropriate; The banner will further impair the visual amenity of the proposed site and is out of keeping with the area;*
- *The frame was erected some time ago in January 2015 with a banner advertisement and DBC asked for it to be removed; The banner was removed but not the frame which implies predetermination or a disregard of a request from DBC;*
- *The proposed siting of the banner is for the purpose of attracting, at least in part, passing trade; This will negatively impact on the users of Green Lane (which has a number of unique attributes) and the residential properties which back onto Green Lane;*
- *The application document states that the land owner has been contacted yet there are no documents showing the contact or any response received;*

PLANNING ISSUES

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (As amended) requires the Local Planning Authority to exercise its powers under these regulations in the interests of amenity and public safety taking into account the provisions of the development plan, so far as they are material; and any other relevant factors. Regulation 3 states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest.

Factors relevant to public safety include highway safety and whether the advert would hinder security or surveillance devices, including speed cameras.

The main issues to be considered in the determination of this application for advertisement consent are:

- Impact on visual amenity
- Impact on public safety

Impact on visual amenity

It is considered the additional signage will be seen in the context of existing signage at the site, and will not impact on either residential amenity or have significant impacts on the visual amenities of the immediate site or the wider area.

Impact on public safety

The proposed signage would be set back within private land on the site of the existing signage. The Highways Officer has been consulted and has raised no objections.

Other matters

One matter raised by objection states that there is no information submitted within the application regarding contact with the landowner and any permission received. The standard application form for advertisement consent, specifically asks the applicant to declare whether the permission of the owner or any other person entitled to give permission for the display of the advertisement, has been obtained. In this case, the applicant has confirmed that permission has been obtained. There is no further requirement for the applicant to provide detailed information on the request or the permission, however should members resolve to grant consent, the standard advertisement conditions would be recommended, which stipulates that no advertisement is to be displayed without the permission of the owner of the site or any person with an interests in the site entitled to grant permission.

As consent has been requested until 1st May 2017, it is recommended that a planning condition is attached to any approval to require the removal of the signage after this date, to keep signage on the site down to a minimum.

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

THAT ADVERTISEMENT CONSENT BE GRANTED SUBJECT TO THE FOLLOWING CONDITIONS:

1. The advertisement hereby granted consent shall not be retained on the site after 1st May 2017.
REASON – The advertisement is required for a temporary period only and in the interests of visual amenity so as to accord with Policy E39 (Advertisements in Built-up areas) of the Borough of Darlington Local Plan 1997.
2. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
3. No advertisement shall be sited so as to-
 - (a) Endanger persons using any highway, railway waterway, dock, harbour or aerodrome (civil or military);
 - (b) Obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) Hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
4. Any advertisement or hoarding displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
5. Any structure or hoarding erected or used principally for the purposes of displaying advertisements shall be maintained in a condition that does not endanger the public.
6. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.