

**SEDGEFIELD BOROUGH COUNCIL****DEVELOPMENT BY SEDGEFIELD BOROUGH COUNCIL**

1. 7/2007/0155/DMAPPLICATION DATE: 13 March 2007

PROPOSAL: **INSTALLATION OF SIGNAGE**

LOCATION: **ENTRANCES TO REDESDALE SHOPPING CENTRE REDESDALE COURT TRIMDON GRANGE CO DURHAM**

APPLICATION TYPE: Advertisement Consent

APPLICANT: Chief Executive  
Sedgefield Borough Council, Council Offices, Spennymoor, Co Durham

**CONSULTATIONS**

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| 1. | DCC (TRAFFIC)        |
| 2. | TRIMDON P.C.         |
| 3. | ENGINEERS            |
| 4. | Cllr. Mrs L. Hovvels |
| 5. | POLICE HQ            |
| 6. | ENV. HEALTH          |

**NEIGHBOUR/INDUSTRIAL**

Kielder Drive:1,2,3,4,5,6,7  
Rothbury Close:10,9  
Community Centre  
Redesdale Court:1,2,3,4,5,6,7,8  
Berwick Court:22,21

**This application has been submitted by Sedgefield Borough Council, and as such, in accordance with the scheme of delegation is now being presented to the planning committee for consideration following the receipt of third party representations.**

**THE PROPOSAL**

In line with the recently approved environmental improvement works to the Redesdale Court Shopping Precinct in Trimdon Grange, an advertisement consent application has been submitted for the installation of 2no. non-illuminated signage displays, positioned at different locations adjacent to the highway in the close vicinity to the shopping precinct.

Each sign will read 'REDESDALE COURT SHOPPING CENTRE' (written in midnight blue lettering on a white background.) These two advertisement displays will be positioned within the grass verge to the side of Kielder Drive which is the main road access leading into the Shopping Precinct. One advertisement will be positioned at the northern entrance to Kielder Drive (at the junction with Salter's Lane), with the second located to the eastern entrance of the shopping precinct off Kielder Drive.

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Plans show each display to be mounted within a decorative brick wall style feature measuring 875mm tall by 1950mm wide. The advertisement element of this feature will measure only 300mm by 1400mm and be centrally located within the wall display.

#### **CONSULTATION RESPONSES**

Trimdon Parish Council have made no comments on this application to date.

The Durham County Highways Engineer has raised no objections to this proposal. It has been noted that the visibility splay for the proposed display at the top end of Kielder Drive (at the junction with Salter's Lane) is already obstructed by the nearby bus shelter to the north and is therefore acceptable,

The Durham County Police Architectural Liaison Officer has raised no objections to this proposal.

As part of the consultation and publicity exercise for this application, site notices were erected adjacent to the proposed signage locations and all nearby properties were notified. Only one letter of objection was received from a nearby resident who raised the following points:

- The existing outlook onto this shopping centre is an eyesore. Erecting new signage in the locations shown will only highlight this eyesore,
- Money would be better spent on cleaning up and improving the appearance of the community centre (i.e. pebble-dash and painting of external surfaces),
- Other residents have passed comment on the appearance of this shopping centre and community centre, and are not happy with what they have for the rates they pay.

#### **PLANNING CONSIDERATIONS**

This proposal has been considered in accordance with the requirements of adopted Local Plan Policy D15 (Advertisements) of the Sedgefield Borough Local Plan. Policy D15 stipulates that advertisement consent should normally be granted except where the advertisement would be considered detrimental to the amenity of an area or public safety.

The advertisements are relatively small structures and will therefore be in keeping with the surrounding area which predominantly residential. Whilst it has been noted that one of the proposed advertisements will be located within a visibility splay at a highway junction, it has been confirmed that there are no safety fears, with this splay already obstructed by an adjacent bus stop. The proposal in highway safety terms is therefore considered to be acceptable.

The concerns of the single objector to this application have been taken into account in determining this application, but it is considered that the majority of concerns regarding the poor appearance of the shopping precinct may be alleviated to some extent following the completion of current environmental improvement works.

It is not anticipated that the proposed signage will appear incongruous to the character or appearance of the area, providing an element of consistency with current environmental improvement works in terms of design, whilst providing a more welcoming and attractive

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environment to this shopping precinct area. This proposal is considered to accord with Policy D15 of the Sedgefield Borough Local Plan and is hereby recommended for planning approval.

**HUMAN RIGHTS IMPLICATIONS**

It is considered that in general terms, the provisions of the Human Rights Act 1998 have been taken into account in dealing with the above application.

**SECTION 17 OF THE CRIME AND DISORDER ACT 1998**

Officers have considered, with due regard, the likely effect of the proposal on the need to reduce crime and disorder as part of the determination of this application, in accordance with section 17 of the Crime and Disorder Act 1998. In reaching a recommendation to grant planning permission, officers consider that the proposal will not undermine crime prevention or the promotion of community safety.

**RECOMMENDATION: That planning permission is granted subject to the imposition of the following conditions.**

1. This consent to display the advertisement is for a period of five years from the date of this permission.  
Reason: To meet the requirements of the Town and Country Planning Act 1990 and to comply with Policy D15 (Advertisements) of the Sedgefield Borough Local Plan,
  2. Any advertisements displayed and any site used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.  
Reason: To meet the requirements of the Town and Country Planning Act 1990 and to comply with Policy D15 (Advertisements) of the Sedgefield Borough Local Plan.
  3. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.  
Reason: To meet the requirements of the Town and Country Planning Act 1990 and to comply with Policy D15 (Advertisements) of the Sedgefield Borough Local Plan.
  4. Where any advertisement is required under these Regulations to be removed, its removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.  
Reason: To meet the requirements of the Town and Country Planning Act 1990 and to comply with Policy D15 (Advertisements) of the Sedgefield Borough Local Plan.
  5. No advertisement shall be sited or displayed so as to obscure or hinder the ready interpretation of any road traffic sign, railway sign or aid to navigation by water or air, or so as to otherwise render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).  
Reason: To meet the requirements of the Town and Country Planning Act 1990 and to comply with Policy D15 (Advertisements) of the Sedgefield Borough Local Plan.
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6. No advertisement is to be displayed without the permission of the owner of the site or any person with an interest in the site entitled to grant permission.

Reason: To meet the requirements of the Town and Country Planning Act 1990 and to comply with Policy D15 (Advertisements) of the Sedgefield Borough Local Plan.

**INFORMATIVE: REASON FOR GRANT OF PLANNING PERMISSION**

In the opinion of the Local Planning Authority the proposal is acceptable in terms of highway safety, amenity and the general characteristics of the locality.

**INFORMATIVE: LOCAL PLAN POLICIES RELEVANT TO THIS DECISION**

The decision to grant planning permission has been taken having regard to the key policies in the Sedgefield Borough Local Plan as set out below, and to all relevant material considerations, including Supplementary Planning Guidance:H15 Extensions to dwellings.H16 Extensions to the Front of DwellingsSupplementary Planning Guidance Note 4: The Design of Extensions to Dwellings.

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2. 7/2007/0186/DM APPLICATION DATE: 13 March 2007

PROPOSAL **ERECTION OF MULTI-USE GAMES AREA AND EXTENSION OF EXISTING TODDLER PLAY AREA**

LOCATION: **LAND BETWEEN ELDON BANK AND OFFICE ROW ELDON CO DURHAM**

APPLICATION TYPE: Detailed Application

APPLICANT: Phil Ball  
Sedgefield Borough Council, Green Lane, DL16 6JQ

**CONSULTATIONS**

1. Cllr. I. Smith
2. Cllr. L. Smith
3. Eldon Parish Council
4. NORTHUMBRIAN WATER
5. SPORTS COUNC.
6. L.PLANS
7. POLICE HQ

**BOROUGH PLANNING POLICIES**

H18 Acceptable Uses within Housing Areas  
L5 Safeguarding Areas of Open Space

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**This application has been submitted by the Borough Council and as such, in accordance with the scheme of delegated powers, is required to be determined by Development Control Committee.**

**PROPOSAL**

Planning permission is sought for the development of the new play area on an existing area of open space that lies on the open land between Eldon Bank and Office Row, Eldon. The play area is situated at the bottom of Eldon Bank and consists of a small multi-play climbing frame and trim trail.

The Leisure Services Department has carried out various forms of public consultation with the members of the public including evening events in the local church and more recently during the October School Holidays had eight graffiti workshops in the park to discuss with residents what should be included.

It was decided that the area for the multi-play climbing frame is extended to include 2 no. cradle swings, 4 no. spinning items and the installation of the Multi Use Games Area (MUGA). The

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final design was displayed at a final consultation event in February 2007 and they were also discussed at a recent Eldon Partnership Meeting.

Sedgefield Borough Council owns the land and the play area.

**CONSULTATION RESPONSES**

A site notice was placed at the bottom of Eldon Bank, relevant external bodies were consulted and internal departments within the Council were also consulted.

Durham Constabulary has stated that play areas should be designed so that they are observable from nearby houses but not sited so that they cause nuisance to residents. They recommend that the trees be pruned up to a height of 2.2m and any shrubs or hedges be pruned to 1m thereby maintaining a clear field of vision around the site.

Eldon Parish Council fully supports the applications.

No other comments have been received in response to the consultation and publicity exercise.

**PLANNING CONSIDERATIONS**

Whilst the application site is not specifically designated in the local plan under Policy L5 (Safeguarding of Areas of Open Space), it is a publicly accessible area of open space and the main considerations must be under that particular policy. As the site lies within a residential area, Policy H18 (Acceptable Uses within Housing Areas) also applies. The principle issues are:

- how would the proposal affect the suitability of the application site for leisure activities;
- would the environmental qualities of the site be prejudiced, and
- would the proposal be likely to significantly harm the living conditions for nearby residents?

The application site is presently a grassed area that is used by local residents for a variety of informal recreational activities. The proposal would formalise areas of play by creating improved play equipment, catering for children up to the age of 16. Sufficient undeveloped land would remain around these facilities to cater for informal recreation. The proposal would therefore enhance the range of activities available to the local community. The proposal is therefore considered to accord with Policy L5 of the Local Plan.

Policy H18 of the Local Plan prescribes a range of uses that will normally be considered acceptable in housing areas, subject to being of appropriate scale and character, not causing significant harm to the local residential amenities, and complying with other policies. The application site lies between two housing areas that are not generally well served by recreational open spaces. It lies almost centrally between Eldon Bank and Office Row housing and will serve the day-to-day recreational needs of a significant number of local residents. At present, it contains a limited amount of play equipment and this proposal aims to improve this. The proposal therefore affords an opportunity to significantly enhance the local play provision for a wide age range.

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A community consultation exercise carried out by the Council did not reveal any local objections to the proposal.

**CONCLUSION**

The proposal would transform a presently uninviting open space into a much more attractive and safe recreational area for children and adults, and there is clear local support for the scheme. The relevant open space and housing policies appear to be satisfied and it is therefore recommended that planning permission be granted for the development.

**HUMAN RIGHTS IMPLICATIONS**

It is considered that in general terms, the provisions of the Human Rights Act 1998 have been taken into account in dealing with the above application.

**RECOMMENDATION**

That for the purposes of Regulation 4 of Town and Country Planning General Regulations 1992, planning permission is granted for this development subject to the following conditions:

1. The development hereby approved shall be begun not later than the expiration of 3 years from the date of this permission.

Reason: In accordance with Section 91 of the Town and Country Planning Act 1990.

**INFORMATIVE: REASON FOR GRANT OF PLANNING PERMISSION:**

In the opinion of the Local Planning Authority the proposal is acceptable in terms of its scale, its effect upon the character of the surrounding area and its impact upon the living conditions of local residents.

**INFORMATIVE: LOCAL PLAN POLICIES RELEVANT TO THIS DECISION**The decision to grant planning permission has been taken having regard to the key policies in the Sedgefield Borough Local Plan as set out below, and to all relevant material considerations, including Supplementary Planning Guidance:

S9 Acceptable Uses within Towns and Villages

L11 Development of New or Improved Leisure and Community Buildings

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