

COMMITTEE REPORT

APPLICATION DETAILS

APPLICATION NO:	DM/19/00324/AD
FULL APPLICATION DESCRIPTION:	3 no. vertical halo illuminated signs and 1 no. non-illuminated vertical sign (amended description)
NAME OF APPLICANT:	SC Claypath Ltd
ADDRESS:	20-29 Claypath, Durham, DH1 1RH
ELECTORAL DIVISION:	Elvet and Gilesgate
CASE OFFICER:	Colin Harding, Senior Planning Officer, 03000 263945 colin.harding@durham.gov.uk

BACKGROUND

1. **Members will recall that this application was considered by the Central and East Planning Committee on 9th April 2019, where it was resolved to defer a decision on the application in order to allow the applicant to reconsider the signage proposals, particularly in relation to the number of signs proposed, and their illumination.**
 2. **Amended plans have now been received, and this report has been updated to reflect those amendments, with any alterations indicated by the use of bold text.**
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DESCRIPTION OF THE SITE AND PROPOSALS

Site

3. The application site relates to a site at 20-29 Claypath within Durham City Centre, on which a Purpose Built Student Accommodation (PBSA) development is currently under construction. The site lies immediately to the south west of Christchurch which is a Grade II listed building, and to the north of the former Council offices at no.17 Claypath.
4. The site lies within Durham City Centre Conservation Area, and Claypath is acknowledged as being an historic primary route to the heart of the city centre and peninsula, and contains several listed buildings, of which nos.32, 83, 91 and 91A, as well as The Big Jug Public House are considered to be closest.
5. Claypath itself contains a mix of uses including both commercial and residential, and a number of properties display signage, some of which is externally illuminated.

6. **Advertisement Consent is sought for 4no. vertical signs, three of which would be halo illuminated and one, on the eastern gable of the building, which would be non-illuminated. It is the removal of the illumination from one of the signs which constitutes the main amendment. The signs would all take the form of individually cut stainless steel letters of approximately 80mm depth and, where illumination is proposed, would be lit by Warm White LEDs with illumination not exceeding 250cd/m² and would identify the property as being operated by “StudentCastle”. The overall height of the signage would be 2.1m.**
7. Of the four proposed signs, two would be located on the front elevation of the building, located within natural recesses above both the pedestrian entrance to the building, and also the gated vehicular access, these signs would be located 5.8m and 5.2m above ground level respectively at their lowest points. **These signs would be illuminated.** The remaining two signs would be located on both the eastern and western gable ends, close to the front elevation. The western sign would effectively be located above the Gala Theatre Service Yard entrance, 7m above ground level, and the eastern above the service access road adjacent to Christchurch, around 6.1m above ground level. **The western elevation sign would be illuminated, but that on the eastern gable, closest to Christchurch would be not be illuminated.**
8. The application is being presented to the Council’s Central and East Planning Committee at the request of City of Durham Parish Council.

PLANNING HISTORY

9. DM/18/02897/AD - Advertisement consent for temporary advertisement hoarding (Retrospective) – Approved 14.01.2019
10. DM/16/03213/VOC - Variation of Condition 2 of planning permission DM/14/03842/FPA to provide 28 additional student bedrooms (new total of 473 bedrooms), amend layout, materials and design, and allow use of 47 bedrooms for visitor accommodation for short stays on an aparthotel basis. (Amended Description) – Approved 06.06.2017
11. DM/14/03842/FPA - Demolition of buildings and redevelopment to provide student accommodation (445 bedrooms), associated offices & A1 retail unit at ground floor – Approved 13.07.2015

PLANNING POLICY

NATIONAL POLICY

12. A revised National Planning Policy Framework (NPPF) was published in February 2019. The overriding message continues to be that new development that is sustainable should go ahead without delay. It defines the role of planning in achieving sustainable development under three overarching objectives – economic, social and environmental, which are interdependent and need to be pursued in mutually supportive ways.

13. In accordance with Paragraph 213 of the National Planning Policy Framework, existing policies should not be considered out-of-date simply because they were adopted or made prior to the publication of this Framework. Due weight should be given to them, according to their degree of consistency with this Framework (the closer the policies in the plan to the policies in the Framework, the greater the weight that may be given). The relevance of this issue is discussed, where appropriate, in the assessment section of the report. The following elements of the NPPF are considered relevant to this proposal.
14. The following elements of the NPPF are considered relevant to this proposal.
15. *NPPF Part 2 Achieving Sustainable Development* - The purpose of the planning system is to contribute to the achievement of sustainable development and therefore at the heart of the NPPF is a presumption in favour of sustainable development. It defines the role of planning in achieving sustainable development under three overarching objectives - economic, social and environmental, which are interdependent and need to be pursued in mutually supportive ways. The application of the presumption in favour of sustainable development for plan-making and decision-taking is outlined.
16. *NPPF Part 4 Decision-Making* - Local planning authorities should approach decisions on proposed development in a positive and creative way. They should use the full range of planning tools available, including brownfield registers and permission in principle, and work proactively with applicants to secure developments that will *improve* the economic, social and environmental conditions of the area. Decision-makers at every level should seek to approve applications for sustainable development where possible.
17. *NPPF Part 6 Building a Strong, Competitive Economy* - The Government is committed to *securing* economic growth in order to create jobs and prosperity, building on the country's inherent strengths, and to meeting the twin challenges of global competition and a low carbon future.
18. *NPPF Part 8 Promoting Healthy and Safe Communities* - The planning system can play an important role in facilitating social interaction and creating healthy, inclusive communities. Developments should be safe and accessible; Local Planning Authorities should plan positively for the provision and use of shared space and community facilities. An integrated approach to considering the location of housing, economic uses and services should be adopted.
19. *NPPF Part 12 Achieving Well-Designed Places* - The Government attaches great importance to the design of the built environment, with good design a key aspect of sustainable development, indivisible from good planning.
20. *NPPF Part 16 Conserving and Enhancing the Historic Environment* - Heritage assets range from sites and buildings of local historic value to those of the highest significance, such as World Heritage Sites which are internationally recognised to be of Outstanding Universal Value. These assets are an irreplaceable resource and should be conserved in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of existing and future generations.

<https://www.gov.uk/guidance/national-planning-policy-framework>

21. The Government has consolidated a number of planning practice guidance notes, circulars and other guidance documents into a single Planning Practice Guidance Suite. This document provides planning guidance on a wide range of matters. Of particular relevance to this application is the practice guidance with regards to; advertisement consent, neighbourhood planning and use of planning conditions

<https://www.gov.uk/government/collections/planning-practice-guidance>

LOCAL PLAN POLICY:

City of Durham Local Plan (2004) (CDLP)

22. *Policy E3 – (World Heritage Site)* – Protection seeks to safeguard the site and setting from inappropriate development that could harm its character and appearance.
23. *Policy E6 – (Durham City Centre Conservation Area)* – states that the special *character*, appearance and setting of the Durham (City Centre) Conservation Area will be preserved or enhanced as required by section 72 of the Planning (Listed Building and Conservation Areas) Act 1990. The policy specifically requires proposals to use high quality design and materials which are sympathetic to the traditional character of the conservation area.
24. *Policy E21 – (Historic Environment)* – states that the historic environment of the district shall be preserved and enhanced by requiring development proposals to minimise adverse impacts on significant features of historic interest within or adjacent to the site, and encourage the retention, repair and re-use of buildings and structures which are not listed, but are of visual interest.
25. *Policy E22 – (Conservation Areas)* – seeks to preserve or enhance the character or appearance of conservation areas, by not permitting development which would detract from its setting, while ensuring that proposals are sensitive in terms of scale, design and materials reflective of existing architectural details
26. *Policy E23 – (Listed Buildings)* – seeks to safeguard listed buildings and their settings by only permitting alterations and extensions to listed buildings which are sympathetic in design, scale and materials; not permitting alterations to architectural or historic features which adversely affect the special interest of a listed building; not permitting total or substantial demolition of a listed building; and, not permitting development which detracts from the setting of a listed buildings.
27. *Policy Q16 (Advertisements – General Criteria)* – states that advertisement consent will be granted for non-illuminated and illuminated signs provided that their size, design, materials, colouring, and in the case of illuminated signs, on commercial premises for appropriate uses and particular opening hours, their form of illumination would not be detrimental to visual amenity or highway safety. It also states that particular attention will be paid to the impact of advertisements upon the character and setting of listed buildings and the character and appearance of conservation areas in accordance with policies E6, E22 and E23.

The above represents a summary of those policies considered most relevant in the Development Plan the full text, criteria, and justifications of each may be accessed at <http://www.durham.gov.uk/article/3266/Whats-in-place-to-support-planning-and-development-decision-making-at-the-moment> (City of Durham Local Plan)

RELEVANT EMERGING POLICY:

The County Durham Plan

28. Paragraph 48 of the NPPF states that decision-takers may give weight to relevant policies in emerging plans according to: the stage of the emerging plan; the extent to which there are unresolved objections to relevant policies; and, the degree of consistency of the policies in the emerging plan to the policies in the NPPF. An 'Issues & Options' consultation was completed in 2016 on the emerging the County Durham Plan (CDP) and the 'Preferred Options' stage CDP was subject to consultation in summer 2018. On the 16th January 2019, Cabinet approved the 'Pre Submission Draft' CDP for consultation. However, the CDP is not sufficiently advanced to be afforded any weight in the decision-making process at the present time.

Durham City Neighbourhood Plan

29. The Durham City Neighbourhood Plan is at an early stage of preparation and has not yet reached a stage where weight can be afforded to it.

CONSULTATION AND PUBLICITY RESPONSES

STATUTORY RESPONSES:

30. *City of Durham Parish Council* – Object to the application. It is noted that the proposed signs are in a prominent location near the historic Market Place with its Grade II* listed Town Hall, and in Claypath itself, the listed buildings of Christchurch and nos. 32, 83, 91 and 91A, as well as The Big Jug, and within Durham City Centre Conservation Area. The Parish Council does not believe that it is necessary to have illuminated advertisements promoting the business and the brand, nor for those arriving at the property for the first time. It is considered that there are very effective non-illuminated signs, and having found the property for the first time, it would appear unnecessary for the student residents to have to be reminded every day and night thereafter of where they live in Durham. The Parish Council considers that the proposed signs being illuminated would have an adverse impact upon significant features of historic interest within, or adjacent to the site, and would detract from the character and appearance of the conservation area. The Parish Council also request that should officers be minded to support the application, that it be called to planning committee.
31. **Since the consideration of this application by Members on 9th April 2019, City of Durham Parish Council have made further representations. Within these it is recognised that the deferment of the application was a helpful and constructive decision. Additionally, it is noted that the name "20-29 Claypath" does not appear on any of the signage, and it is considered that the building should have an actual name in line with other PBSA, that the name should be prominent, that there should be two, not four, prominent name signs, and that the signs should not be illuminated.**
32. *Highway Authority* – No objections are raised.

INTERNAL CONSULTEE RESPONSES:

33. *Design and Conservation* – No objections are raised. In considering this proposal policies E6 and Q16 of the City of Durham Local Plan are of particular relevance. For completeness the impact on the WHS has also been considered but given the intervening topography and development there is considered to be no impact on this either in daytime or night-time.

34. The form and chosen location of the proposed signage reflect the design of the overall building being simple and clean whilst following the vertical rhythm of the newly created blocks. Given the direction of travel of both pedestrians and vehicles in Claypath the use of solely the gable signage may suffice as points of identification, however, the inclusion of the two signs to the front elevation as submitted does not unduly increase the prominence of the overall scheme.
35. Given the scale, location and quantum of signage proposed and the subtle halo illumination it is considered that the proposal will not be harmful to visual amenity within the local environment and thus will not be harmful to the significance of designated assets or their setting in the context of a vibrant historic city centre.

EXTERNAL CONSULTEE RESPONSES:

36. *Durham Constabulary* – Originally objected to the proposals on the basis that University College is known commonly as “Castle” and hosts students, and that there would be potential implications for emergency response, and opportunities for confusion having two “student castles” within such close proximity. However, following further internal discussions within Durham Constabulary, it has become apparent such problems are not unknown, and that Durham Constabulary Command and Control systems can be updated to mitigate the possibilities for confusion. As a result, the objection has been withdrawn.

PUBLIC RESPONSES:

37. The application has been advertised by means of individual notification letters and site notice. **The application has not been the subject of further consultation following the removal of illumination from one of the advertisements.**
38. No comments have been received from individual properties, or businesses, however, two objections have been received from St Nicholas Community Forum and the City of Durham Trust.
39. *St Nicholas’ Community Forum* – Object to the application. Concern is raised over the naming of the building as “Student Castle”, and reference is made to previous discussions that have taken place between the Forum and the County Council’s Street Naming and Numbering Team. The concern raised is that Durham University College is widely known across the city community as “Castle”, and that to have two student residences in close proximity with virtually the same name could too easily give rise to a detrimental effect in an emergency. Reference is made to correspondence received from the Council’s Street Naming Officer which confirms that the developer’s business name “Student Castle” will not be used in the building name for the development.
40. *City of Durham Trust* – The vertical arrangement and size of the lettering is appropriate, but the proposed illumination, even though of the halo variety, must be questioned. It is a building which will be open at all hours because of the lifestyle of the residents, not to attract night-time customers. An appropriate precedent among PBSAs is the lettering on Duresme Court. A Claypath precedent, visible in the northwards cone of vision with Studentcastle, is the lettering on the face of Millennium Place advertising the Gala Theatre.

APPLICANTS STATEMENT:

41. The construction of the building providing 445 bedrooms for students with retail use on the ground floor is almost complete and is due to open later this year.

42. This advertisement consent application is for the display of four signs to signpost and advertise this business and the Student Castle brand within the street scene. Two of the signs will be located on the left and right of the principle south facing elevation, fronting Claypath. The other two signs will be located on the east and west facing elevations and will be visible along Claypath. The signs are an integral part of the development's design and are an important part of directing students and visitors to the accommodation and ultimately ensuring the commercial success of Student Castle's development. The design of the signs is of a high quality and will enhance the appearance of the building. The signs will consist of individual stainless-steel symbols and letters, which will be internally illuminated by warm white LED's to highlight the 'Student Castle' name and logo. The signs will in no way detract from the character or the appearance of the conservation area or the overall street scene.
43. When assessed against the policies of the NPPF (February 2019) and the saved policies of the Durham City Local Plan, the proposed signs comply with all relevant criteria. It therefore our view that this application should be approved.

The above represents a summary of the comments received on this application. The full written text is available for inspection on the application file which can be viewed at <https://publicaccess.durham.gov.uk/online-applications/applicationDetails.do?activeTab=summary&keyVal=PM8YQRGDHJG00>

PLANNING CONSIDERATIONS AND ASSESSMENT

44. Advertisements are controlled under the Town and Country Planning (Control of Advertisements) Regulations 2007. This enables the Local Planning Authority to consider such proposals in terms of the interests of 'amenity' and where applicable, 'public safety', taking into account the provisions of the development plan where material, and any other relevant factors.
45. Paragraph 132 of the NPPF states that the quality and character of places can suffer when advertisements are poorly sited and designed, and that poorly placed advertisement can have a negative impact upon the appearance of the built and natural environment. It goes on to state that the separate consent for advertisements should be operated in a way which is simple, efficient, and effective. Furthermore, advertisements should be subject to control only in the interests of amenity and public safety, taking into account of cumulative impacts.

Amenity

46. Planning Practice Guidance clarifies that unless the nature of the advertisement is in itself harmful to amenity or public safety, consent cannot be refused because the local planning authority considers the advertisement to be misleading (in so far as it makes misleading claims for products), unnecessary, or offensive to public morals. It also clarifies that amenity can include aural and visual amenity, and that factors relevant to this can include the presence of any historic, architectural, cultural or similar interest. It also states that in practice amenity is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of a site, where residents or passers-by will be aware of the advertisement.
47. In addition, policies with the Development Plan may also be taken into account where relevant. In this respect, given the location of the site within Durham City Conservation Area, in close proximity to several listed buildings, and within the inner setting of Durham Castle and Cathedral World Heritage Site, CDLP Policies E3, E6, E21, E22 and E23, which relate to the protection of such heritage assets are considered relevant, as is CDLP Policy Q16 which relates to advertisements.

48. As outlined above, objections have been received from the Parish Council, as well as City of Durham Trust relating to the visual impact that the proposed signage would have upon heritage assets and questioning the need for illumination.
49. The design of the proposed signage is considered to be acceptable, being well considered in terms of approach and location, as well as scale.
50. CDLP Policy Q16 in part advises that illuminated advertisements should be located on commercial premises for appropriate uses and particular opening hours, although it does not specify what an appropriate use comprises or provide any detailed advice with regards to particular opening hours. The development in question is of a mixed-use, although the signage proposed appears to relate solely to the residential element which forms a substantial part of the development. The development to which the adverts relate is residential and does not have defined operational hours, albeit the site is also run commercially by a PBSA provider. It is considered reasonable that branding be applied to the building in common with many PBSA schemes both within Durham and in other cities. The concerns of the City of Durham Trust and Parish Council are noted, however, it is conceivable that residents, and more likely, visitors may wish to easily identify the property during hours of darkness and it is considered reasonable to allow them do so. Therefore, there is no issue in principle with the signage being illuminated and notwithstanding this the key consideration is ultimately a matter of the acceptability of the amenity impacts which are primarily visual.
51. The proposed form of illumination is considered to not be harmfully conspicuous, using LEDs of 250 candelas/m² to backlight individual letters meaning that it would not be excessively bright or harsh. Additionally, the signage on the front elevation would be located with recesses in the building line, and the signage on the ends of the building would be located with relatively narrow vehicular accesses which restricts the views within which they would be visible. Claypath itself is characterised by a number of different uses, many commercial, and exhibiting various signage, some illuminated by a variety of methods. As a result, it is considered that the proposed signs would not appear incongruous or harmful in this city centre context, in accordance with CDLP Policy Q16.
52. In terms of impacts upon heritage assets, turning first to the setting of the World Heritage Site, it is considered that due to intervening topography and existing built development, the level of illumination proposed, and the generally discreet location of the signage, both local and long-distance views would not be impacted upon adversely, in accordance with CDLP Policy E3.
53. Equally, it is considered that the signs would not have an adverse impact upon Durham City Centre Conservation Area. Whilst illuminated signage in some parts of the Conservation Area may not be appropriate, in this location, where there is a mix of commercial uses with existing illuminated signage and taking into account the particular illuminated signage proposed it is considered that there would not be any harm on heritage assets, in accordance with CDLP Policies E6, E22 and E23 or the historic environs of the site having regards to Policy E21, thus preserving the character and appearance of the Conservation Area. The Council's Design and Conservation Team raise no concerns with the proposed signage.
54. Overall the design, appearance and siting of the advertisements proposed are considered acceptable in amenity terms having regards to both the general characteristics of the locality and having regards to heritage assets which include those upon which the Local Authority have statutory duties under the Planning (Listed Buildings and Conservation Areas) Act 1990. The advertisements raise no issues with regards to aural amenity considerations.

55. Therefore, with regards to issues of amenity, the advertisements are considered compliant with CDLP Policies E3, E6, E21, E22, E23 and Q16 and Parts 12 and 16 of the NPPF. Policies E3, E6, E22 and E23 are partially consistent with the content of the NPPF and E21 and Q16 fully consistent and each can be attributed weight in the decision-making process.
56. **Since Officers considered that the signage proposals were acceptable in terms of amenity in their originally submitted form, the proposed amendments do not alter conclusions reached on this matter. Notwithstanding this, the removal of illumination from the eastern gable sign is welcomed and would further assist in this particular sign assimilating into the streetscape.**

Public Safety

57. The Town and Country Planning (Control of Advertisements) Regulations 2007 state that factors relevant to public safety include;
- i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - ii) whether the display of the advertisement is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;
 - iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
58. This, however, is not an exhaustive list, and it is considered that uncommonly, matters of safety beyond those cited may constitute issues that require consideration, and that such issues could include concerns raised by St Nicolas' Community Forum relating to public safety arising from confusion as a result of the building becoming known as "StudentCastle".
59. It is understood that the primary concern relates to the fact that University College, which provides student accommodation at Durham Castle is commonly known colloquially as "Castle" or "Castle College", and that 20 – 29 Claypath becoming known as "StudentCastle", would lead to potential confusion when reporting incidents to the emergency services, where either location could conceivably be described as castle-related student accommodation.
60. Before considering this issue further it is important to note that the actual name of this building on Claypath does not fall within the remit of this application, and the Council's Street Naming and Numbering Team have confirmed that the building is formally named "20-29 Claypath". However, it is considered to not be unreasonable for a commercial brand to identify themselves on a building which they occupy, and "StudentCastle" is an established brand that operates student accommodation in 7 different cities across the country. It is not a proposed name for the building. Notwithstanding this, Officers accept that it is reasonably likely that the building will become known locally as "StudentCastle", however it is also considered that this could occur regardless of the presence or otherwise of signage on the exterior of the building due to it being the name of the operator.
61. On the issue of potential confusion, Durham Constabulary originally raised concerns with regards to this application, however following further internal discussions with the Constabulary's Command and Control section, it became apparent that emergency service systems can be updated to take account of the issues of concern, and the objection was subsequently withdrawn.

62. Indeed, for context, it is noted that there are several instances within the Durham City of there being buildings of similar name, usually where a commercial operator has more than one outlet. Some examples within the city centre include Greggs Bakery (North Rd & Saddler St plus Arnison Centre), Flat White Café/Flat White Kitchen (Elvet Bridge & Saddler St), JD Wetherspoon/Lloyds No.1 (sometimes also referred to as being a Wetherspoon premises) (North Rd & Millennium Place), and Tesco (North Rd & Market Place – plus Dragon Lane). Further examples within the wider city include Lebaneat (North Bailey & Sunderland Rd), Bell's Fish & Chip Restaurant (Market Place, Sunderland Rd & Old Pit Lane), Boots Chemist (Prince Bishop's Shopping Centre, Durham City Retail Park & Arnison Centre), New Look (Prince Bishop's Shopping Centre & Arnison Centre), and Premier Inn (Rotary Way, Freeman's Place & Belmont Industrial Estate).
63. In conclusion, therefore, the concerns raised by St Nicholas' Community Forum with regards to potential confusion of properties have been considered, and with Durham Constabulary having confirmed that the building being known as "StudentCastle" would not lead to confusion within the emergency services so as constitute an issue of public safety concern, it is considered that it would be unreasonable to withhold advertisement consent on this basis. Additionally, it is considered that the proposed signage would not lead to any highway, railway, waterway, dock, harbour or aerodrome safety concerns. Nor would it obscure road signs, CCTV or speed cameras. Accordingly, the proposed signage is considered to be acceptable having regards to matters of public safety.
64. Additionally, it is also considered that any potential issues would not necessarily be directly related to the signage itself, or more pertinently, that the refusal of this particular application would not prevent the site becoming known as "StudentCastle" in any case. As a result, in regard to matters of public safety the proposals are considered compliant with CDLP Policy Q16 and Part 12 of the NPPF.

Other Issues

65. **The additional representations of City of Durham Parish Council with regards to the name of the building are noted, however, the content of the signage is not a matter which can be considered as part of this application, nor is a proposed name, or indeed lack of a proposed name. The naming of buildings is solely a matter for the Council's Street Naming and Numbering Team, in conjunction with the owner/occupier, and falls outside of the scope of the Advertisement Regulations.**

CONCLUSION

66. The Town and Country Planning (Control of Advertisements) Regulations 2007 state that applications for advertisement consent should be considered only in terms of their impact upon amenity and public safety.
67. With regards to amenity, it is considered that the signage would be appropriately designed and located, and despite its illumination, would not have an adverse impact upon the character of the area or either designated or non-designated heritage assets. It would therefore preserve the character and appearance of the Conservation Area and the setting of the listed buildings in accordance with sections 66 and 72 of the Listed Building Act. The Council's Design and Conservation Officers raise no objections to the proposal.

68. Turning to public safety, no objections are raised by the Highway Authority or Durham Constabulary, and the signage would be designed and located so as to not affect highway safety.
69. The concerns of City of Durham Parish Council, City of Durham Trust and St Nicholas' Community Forum have been considered but are not considered to raise issues that would warrant the refusal of the application, which is considered to be in accordance with CDLP Policies E3, E6, E22, E21, E23 and Q16, as well as key advice within the NPPF most notably in Parts 12 and 16.

RECOMMENDATION

That the application be **APPROVED** subject to the following conditions:

- 1) This consent to display the advertisements is for a period of five years from the date of this permission.

Reason: To comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and Part 12 of the NPPF.

- 2) The development hereby approved shall only be carried in strict accordance with the following plans:

<p>ADVERTISEMENT PLACEMENT PLAN BUILDING ELEVATIONS EXISTING AND PROPOSED SITE GA PLANS - SITE LEVEL 2 STUDENT CASTLE ADVERTISEMENT DESIGN FOR ELEVATIONS</p>	<p>103s</p>	<p>01/02/19 25/04/19 01/02/19 25/04/19</p>
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Reason: To define the consent and ensure that a satisfactory form of development is obtained in accordance with Policies E3, E6, E21, E22, E23 and Q16 of the City of Durham Local Plan.

- 3) Any advertisements displayed and any site used for the display of advertisements shall be maintained in a condition which does not impair the visual amenity of the site.

Reason: To comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Part 12 of the NPPF and in the interests of visual amenity in accordance with Policies E3, E6, E21, E22, E23 and Q16 of the City of Durham Local Plan 2004.

- 4) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason: To comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Part 12 of the NPPF and in the interests of visual amenity in accordance with Policies E3, E6, E21, E22, E23 and Q16 of the City of Durham Local Plan 2004.

- 5) 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 comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Part 12 of the NPPF and in the interests of visual amenity in accordance with Policies E3, E6, E21, E22, E23 and Q16 of the City of Durham Local Plan 2004.

- 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 comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Part 12 of the NPPF and in the interests of visual amenity in accordance with Policies E3, E6, E21, E22, E23 and Q16 of the City of Durham Local Plan 2004.

- 7) 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).

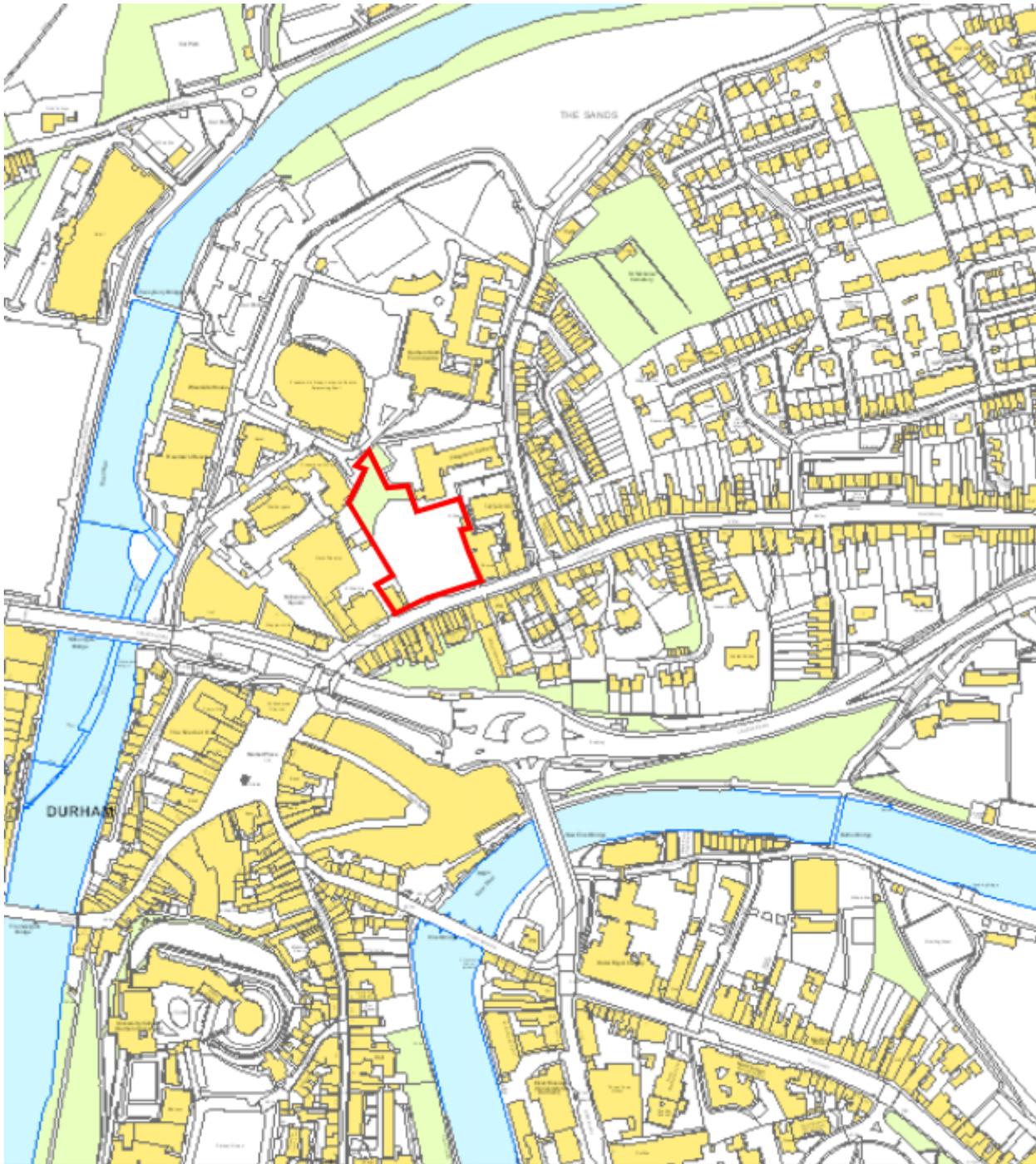
Reason: To comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Part 12 of the NPPF and in the interests of visual amenity in accordance with Policies E3, E6, E21, E22, E23 and Q16 of the City of Durham Local Plan 2004.

- 8) The intensity of the illumination of the sign(s) hereby approved shall not exceed 250 candelas per square metre and the source of illumination shall not be intermittent or flashing.

Reason: To comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, comply with the requirements of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Part 12 of the NPPF and in the interests of visual amenity in accordance with Policies E3, E6, E21, E22, E23 and Q16 of the City of Durham Local Plan 2004.

BACKGROUND PAPERS

- Submitted application form, plans supporting documents and subsequent information provided by the applicant.
- The National Planning Policy Framework (2018)
- National Planning Practice Guidance notes.
- City of Durham Local Plan 2004
- Statutory, internal and public consultation responses.



Planning Services

DM/19/00324/AD

3 no. vertical halo illuminated signs and 1 no. non-illuminated vertical sign (amended description) at 21-29 Claypath, Durham, DH1 1RH

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Comments

Date May 2019

Not to Scale