

Mr Colin Harding
Durham County Council Planning Department
Central/East Room 4/86-102
County Hall
Durham City DH1 5UL

15 April 2019

Dear Mr Harding

**DM/19/00324/AD: 4 no. vertical halo illuminated signs,
Student Castle Durham DH1 1RH**

The City of Durham Parish Council is grateful to the Central and East Area Planning Committee for deciding to defer consideration of the above application so that the applicant might consider the reservations expressed by Members of the Committee. This was a helpful and constructive decision by the Committee, as it provides the applicant with an opportunity to submit an amended application.

The Parish Council's Planning Committee considered this matter at its meeting on Friday 12 April and resolved to advise that an amended application which addresses the following points would be welcome.

1. It is noted that the Committee Report says that *"the Council's Street Naming and Numbering Team have confirmed that the building is formally named 20-29 Claypath."* That name does not appear on any of the proposed signage.
2. The building should have an actual name, as is the case with all the other PBSAs in the city. That name will be how the building is known and found.
3. The name should have a local historic or geographic connection with the locality, and be permanent, certainly not the name of the business which has no local connection, is too easily confused with the 'real' student college known as Castle, and will change if ownership changes as happens with other PBSAs in Durham. Suggestions have included Palladium Court, Clayport Court (after the mediaeval gateway nearby), and Henderson House (after the famous carpet makers nearby).
4. That name should be prominent. Smaller signs for the name of the business would be acceptable.
5. There should be two, not four, prominent name signs.

6. The signs should not be illuminated.

Yours sincerely

Adam Shanley

Clerk to the City of Durham Parish Council