



**CITY OF DURHAM
PARISH COUNCIL**

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8 March 2020

Dear Ms Stephenson,

Planning Application DM/20/00341/AD | Display of 1 no. advertisement board for the Three Tuns Student Accommodation development. | 10 New Elvet Durham DH1 3AQ

The Parish Planning Committee considered this application at its meeting on 6th March 2020 and agreed to object to this application.

The proposal is for the erection of a large board (Height: 2.36 x Width: 5.07 x Depth: 0.1 metre(s)) to advertise the Three Tuns Student Accommodation development, in front of the area where the works are ongoing in New Elvet throughout the duration of the development.

Firstly, the application site sits within the centre of the Durham City Conservation Area (designated 1968, amended 2016) and, as such, it is considered that this application is in breach of Saved Policy Q17 of the City of Durham Local Plan (2004) which states: **“advertisement consent will only be granted for hoardings and large advertising panels when they are not located within conservation areas.”**

Secondly, the Planning Committee questions the need for such an advertisement. Most student accommodation is advertised online and there are a number of alternative platforms available to advertise this accommodation without the need to install such a large advertisement and, in doing so, detrimentally impact on the street scene within the Conservation Area. It should also be noted that the applicant has incorrectly advised that the advertisement cannot be seen from a public road, public footpath, bridleway or other public land.

Furthermore, the National Planning Policy Framework (NPPF) promotes pre-application engagement on applications. Section 39 of the NPPF clearly states: **“early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality preapplication discussion enables better coordination between public and private resources and improved outcomes for the community”**. However, under the section of the application form relating to pre-application advice received, the applicant states that an initial

review of this application suggests there should be no issues. No evidence of any pre-application discussions having taken place is provided with this application.

This application should therefore be refused as being contrary to Policy Q17 of the City of Durham Local Plan 2004.

Yours sincerely,

Adam Shanley

Clerk to the City of Durham Parish Council