

# THE CITY OF DURHAM TRUST

---

c/o Blakett, Hart & Pratt, LLP  
Aire House  
Mandale Business Park  
Belmont  
Durham, DH1 1TH  
27 April 2022

Dear Mr Fenwick,

**DM/22/00970/AD The Fat Buddha Unit 6B And 6C Freemans Place Durham DH1 1SQ**  
*3No Internally Illuminated Fascia Signs*

1. The Trust objects to the application based on the level of illumination of the signs, the size of the upper sign, and their negative impact on the river frontage, and the Conservation Area.

**Context**

2. The riverside is experiencing increasing levels of leisure use through the conversion of units in the Riverwalk development and this is now added to by the completion of parts of the Milburngate project. This is substantially increasing the amount of night-time intrusion from illuminated signage. There is cumulative negative impact on the City's and WHS's night-time setting. Maintaining the dark river corridor should be a requirement.

**Proposal and Impact**

3. The intensity of illumination for all three proposed signs exceeds the suggested limits for signage. This will make them very conspicuous and add to the cumulative negative impact of signage along the riverside, especially with the overlarge upper sign (3.0m x 1.5m).

4. A key material source for consideration of such lit advertisements is the Institute of Lighting Professionals – The Brightness of Illuminated Advertisements (PLG05) 2015. This recommends limits of 600 candela per metre square (Cdm/m<sup>2</sup>). The submitted proposals are all 860Cdm/m<sup>2</sup>. This is more than the recommendation and is an indication that the increased level of proposed illumination that will cause negative individual and cumulative impact.

5. There is no justification for this increased level of illumination. It will be clear where Lane 7 is located with a smaller sign and reduced levels of illumination.

**Policies**

6. The Trust considers that the proposals fail against the following planning policies:

**County Durham Plan**

**Policy 29 Sustainable Design**

- a. The proposals fail to contribute positively to an area's heritage significance and townscape

**Policy 31 Amenity and Pollution**

The proposals will have an unacceptable impact such as through visual intrusion, and visual dominance, without satisfactory mitigation measures. The development does not minimise light

# THE CITY OF DURHAM TRUST

---

pollution and demonstrate that the signage lighting proposed is the minimum necessary for functional purposes.

## **Policy 44 Historic Environment**

### **Conservation Areas**

f. The proposals fail to demonstrate understanding of the significance, character, appearance and setting of the conservation area and how this has informed proposals to achieve high quality sustainable development, which is respectful of historic interest, local distinctiveness and the conservation or enhancement heritage assets.

g. The proposal fails to respond positively to the findings and recommendations of a conservation area character appraisal.

## **Durham City Neighbourhood Plan**

### **Policy S1: Sustainable Development Requirements of all Development and Redevelopment Sites Including all New Building, Renovations and Extensions**

c) Fails to harmonise with its context in terms of scale, layout, density, massing, height, materials.

d) Fails to conserve the significance of the setting, character, local distinctiveness, important views, tranquillity and the contribution made to the sense of place by Our Neighbourhood's designated heritage assets.

## **Policy G1: Protecting and Enhancing Green and Blue Infrastructure**

### **Protecting green and blue assets**

#### **Protecting and enhancing the banks of the River Wear**

#### **Protecting dark corridors**

As a development proposal that incorporates new lighting it has not been designed to minimise any ecological impact and avoid significant harm to existing dark corridors.

## **Policy H2: The Conservation Areas, Durham City Conservation Area**

The development proposals negatively affect the Durham City Conservation Area by not taking into account, and meeting, the following requirements,

g) Protecting important views of the Durham City Conservation Area from viewpoints within the Conservation Area; and

j) Using materials, detailing, and lighting appropriate to the vernacular, and setting.

Based on these policy failures the Trust objects to the proposals as currently submitted. Should lit signage be approved, it should be conditioned to ensure it is turned off outside of opening hours.

Yours sincerely

John Lowe,  
Chair, City of Durham Trust