

Durham County Council  
Planning Development  
Central/East Room 4/86-102  
County Hall  
Durham  
DH1 5UL

City of Durham Parish Council  
c/o Room 103  
Floor 1  
County Hall  
Durham  
DH1 5UF  
10 December 2018

Dear Ms Hurton,

**DM/18/02897/AD: Advertisement consent for  
temporary advertisement hoarding (retrospective):  
land between Christchurch and 18 Claypath Durham DH1 1RH**

I write in my capacity as Chair of the City of Durham Parish Council's Planning Committee. The Parish Council has delegated consideration of planning matters to my committee. At its meeting held on 30 November 2018, the Planning Committee discussed the above planning application and offers the following comments.

The application seeks retrospective approval for large posters mounted continuously along the full 80 metres length of the barrier that fronts the 'Student Castle' development site on Claypath. The barrier has significantly reduced the width of the highway along this part of Claypath and there are frequent unusual vehicle movements as wagons serving the site attempt to reverse in behind the barriers, and other vehicles are forced by the barriers to be driven on the wrong side of the road straight at oncoming traffic, including buses.

Furthermore, all pedestrian movements are now concentrated on just the one pavement facing the barriers, and that pavement is cluttered with 'A' boards and wheelie bins. Pedestrians (occasionally with buggies) are suddenly stepping into the road in order to be able to continue their direction of travel. To compound the peril, a school for 5 to 9 year olds is now operating in adjacent premises and children are running across the road to and from their parents' cars that drop off and pick up on the other side of the road from the school (a practice which of course the Parish Council does not support, but is the reality).

As a result, extreme vigilance is required of drivers to be fully alert to road conditions and unexpected hazards. The advertising posters were a dangerous distraction for drivers. Saved Policy Q1 of the City of Durham Local Plan 2004 refers to personal safety, and its justification includes "Restrained but adequate information signage should also be included so that people can familiarise themselves with the development." (para 12.12). The unauthorised posters were deliberately eye-catching and were not restrained. Accordingly, the application should be refused.

As well as the posters, there was a large sign promoting the marketing suite at the eastern end of the development and barriers. People attracted by that sign are mostly walking on the other side of the road because of the barriers. It follows that this sign was inducing people to walk across the hazardous stretch of road and it should not be approved. A small sign facing eastwards up Claypath is acceptable.

Yours sincerely,

ROGER CORNWELL

Chair, City of Durham Parish Council Planning Committee