

DARLINGTON BOROUGH COUNCIL

APPEAL AGAINST REFUSAL FOR PLANNING PERMISSION

APPLICATION REF. NO:	23/01024/ADV
APPEAL REF. NO:	Appeal Ref: APP/N1350/Z/24/3337593
LOCATION:	Petrol Filling Station High Northgate Darlington DL1 1UQ
DESCRIPTION:	Display of 1 no. internally illuminated LED digital advertising display including the removal of 2 No. advertising displays
APPLICANT:	Clear Channel UK

ASSISTANT PLANNING OFFICER: PATRICIA BASTON

BRIEF SUMMARY:

1. The main issues are the effect of the proposed advertisement on the visual amenity of the area, with particular regard to the preservation or enhancement of the Northgate Conservation Area (CA).

KEY POINTS TO NOTE:

2. The appeal site is a small part of the edge of the forecourt of a petrol filling station comprising grass and bushes adjacent to a neighbouring terrace and 2 small free-standing internally illuminated advertisement panels would be removed under the proposal.

REASON(S) FOR REFUSAL:

3. The proposed advertisement is considered to be an unnecessary form of advertising and would appear incongruous and over dominant within the existing street scene and would be unsympathetic to the historic character and appearance of the Northgate Conservation Area. The advertisement would amount to less than substantial harm to a designated heritage asset with no evidence of public benefit. The proposal would also be contrary to Policy DC4 (Safeguarding Amenity) of the Darlington Local Plan 2016-2036 and the National Planning Policy Framework 2023.

APPEAL DISMISSED:

4. The display of an internally illuminated 48-sheet 'D-Poster' (digital) advertisement would harm the significance of the Conservation Area which is a designated heritage asset and would be detrimental to the interests of visual amenity.