

**DARLINGTON BOROUGH COUNCIL**

**APPEAL AGAINST REFUSAL FOR PLANNING PERMISSION**

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**APPLICATION REF. NO:** 23/00043/ADV,

**APPEAL REF. NO:** Appeal Ref: APP/N1350/Z/23/3321039

**LOCATION:** Harrowgate Sports and Social Club,  
Salters Lane North,  
Darlington  
DL1 3DT

**DESCRIPTION:** The advertisement proposed is the erection and display of a freestanding 48-sheet advertisement.

**APPLICANT:** Vivid Outdoor Media Solutions (B) Limited

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**PLANNING OFFICER: Christina McAlpine**

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**KEY POINTS TO NOTE:**

- Its size and location results in a prominent and visually intrusive feature.
- Level of illumination not acceptable due to size and location. Existing street lighting does not overcome this concern.
- Controlling the illumination is not sufficient, signage would still appear out of character during evening hours or poor weather.
- Using the signage for public information or emergency messages, not considered a benefit that outweighs identified harm.
- Limited evidence to suggest advertisement would encourage economic growth. But this could be achieved by advertisements elsewhere in the borough, where visual harm would not occur.
- In conclusion, the advertisement would harm the visual amenity of the area and be contrary to local planning policies DC1 and DC4. Its urban location does not justify the harm the proposed advertisement would create and thus contrary to NPPF too.

**REASON(S) FOR REFUSAL:**

In the opinion of the Local Planning Authority, the proposed freestanding digital advertisement is considered an unnecessary form of advertising which by virtue of its scale, illumination and location is considered to form a large and incongruous feature within the street scene to the detriment of the character and appearance of this urban area. The proposal is therefore contrary to Local Policies DC1 and DC4 of the Darlington Local Plan (2016-2036) and paragraph 136 of the National Planning Policy Framework 2021.