

DARLINGTON BOROUGH COUNCIL

APPEAL AGAINST REFUSAL FOR PLANNING PERMISSION

APPLICATION REF. NO: 25/00583/ADV

APPEAL REF. NO: Appeal Ref: APP/N1350/Z/25/3370193

LOCATION: 318 North Road Darlington DL1 3BH

DESCRIPTION: Display of 1 No. internally illuminated fascia sign to front elevation and 1 non-illuminated vinyl sign to side elevation (retrospective application)

APPLICANT: Mr Jijhar Singh

ASSISTANT PLANNING OFFICER: PATRICIA BASTON

BRIEF SUMMARY:

1. The unit is in a prominent position on a busy junction and is on the corner of North Road and Thompson Street East and forms the end of the terrace which has residential flats above.

KEY POINTS TO NOTE:

2. An application for advertisement consent was submitted to regularise the unauthorised display of 1 No. internally illuminated fascia sign to the front elevation and 1 non-illuminated vinyl sign to the side elevation signage which had been in place since December 2024.

REASON(S) FOR REFUSAL:

3. In the opinion of the Local Planning Authority, the advertisement is considered to be an unnecessary form of advertisement which by virtue of its illumination, scale, form, design and amount of signage, has an incongruous and harmful impact on both the application property and surrounding area, to the detriment of the character and appearance of this part of the urban area of Darlington. The proposal is therefore contrary to Policy DC1 (Sustainable Design Principles and Climate Change) of the Darlington Local Plan (2016-2036) and the National Planning Policy Framework 2024.

APPEAL ALLOWED:

4. Notwithstanding the reason for refusal the Inspector in allowing the appeal considers that the signage responds positively to the local context and is in keeping within the nearby modern fascia signage of this mixed residential/commercial area.