
Appeal Decision

Site visit made on 30 September 2025 by J Reed MPlan

Decision by Andrew McGlone BSc MCD MRTPI

an Inspector appointed by the Secretary of State

Decision date: 11 December 2025

Appeal Ref: APP/N1350/Z/25/3370193

318 North Road, Darlington, Durham DL1 3BH

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) against a refusal to grant express consent.
 - The appeal is made by Mr Jijhar Singh against the decision of Darlington Borough Council.
 - The application Ref is 25/00583/ADV.
 - The advertisement proposed is display of 1 No. internally illuminated fascia sign to front elevation and 1 non-illuminated vinyl sign to side elevation (retrospective application).
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Decision

1. The appeal is allowed and express consent is granted for the display of 1 No. internally illuminated fascia sign to front elevation and 1 non-illuminated vinyl sign to side elevation at 318 North Road, Darlington, Durham DL1 3BH in accordance with the terms of the application, Ref 25/00583/ADV. The consent is for five years from the date of this decision and is subject to the five standard conditions set out in Schedule 2 of the Regulations.

Appeal Procedure

2. The site visit was undertaken by a representative of the Inspector whose recommendation is set out below and to which the Inspector has had regard before deciding the appeal.

Preliminary Matters

3. In the interest of clarity, I have taken the description of development from the Council's decision notice.
4. From my site visit I saw that the development had been completed. The development appears to be in accordance with what is shown on the submitted plans, although in any event I have dealt with the appeal on this basis of the submitted plans.
5. The powers under the Regulations shall be exercised only in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material; and any other relevant factors. Therefore, while the development plan policies referred to on the Council's decision notice cannot by themselves be decisive, they have been taken into account as a material consideration as part of this decision.

Main Issue

6. The main issue is the effect of the advertisements on the amenity of the area.

Reasons for the Recommendation

7. The Planning Practice Guidance sets out that in practice, 'amenity' is usually understood to mean the effect on visual and aural amenity in the immediate neighbourhood of an advertisement. Factors relevant to amenity include the general characteristics of the locality.
8. The appeal site is situated on a busy section of the A167 in an area with a variety of both residential and commercial premises. The surrounding area contains a wide variety of signage in varying colours including large modern fascia signage such as to the 'Hawar Barbers' opposite the appeal site and the 'Off Season Barbershop' which adjoins the appeal site. From my observations on site, many of the commercial premises in the surrounding area also have large modern signage including signage to the end and sides of buildings.
9. The fascia signage relates to the principal elevation, and the lettering is red and white, marginally projecting from the black background. Whilst it is illuminated it is similar in scale and design to other modern signage in the locality. Moreover, the sign is of appropriate proportions in relation to the host building. In addition, there are various illuminated three-dimensional signs present on North Road notably at the barber shops near to the appeal site. As a result, the signage at the appeal site sits comfortably amongst other similar advertisements within the street scene and has a neutral effect on the areas character and appearance.
10. The vinyl laminate on the gable elevation is modest in its height and width and matches the accompanying fascia signs design and colour pallet. Furthermore, such signs are typical of the commercial setting of the surrounding area with a similar arrangement present at the 'Salvation Army' on Thompson Street West where they are cited on the ends of buildings.
11. I note a previous appeal decision relating to the was dismissed. However, that scheme comprised of a much larger sign than the scheme before me, so the two proposals are not directly comparable and I have, in any case, reached my own conclusions on the proposal.
12. I conclude that the advertisement has an acceptable effect on the amenity of the area.
13. Whilst not decisive, for the reasons set out, the advertisements accord with Policy DC1 of the Darlington Local Plan (2016-2036) and the National Planning Policy Framework which are material in this case as among other things they seek proposals that respond positively to the local context.

Conclusion and Recommendation

14. For the reasons given above, I recommend that the appeal should be allowed subject to the five standard advertisement conditions.

J Reed

APPEAL PLANNING OFFICER

Inspector's Decision

15. I have considered all the submitted evidence and my representative's report and on that basis the appeal is allowed.

Andrew McGlone

INSPECTOR