

Parish:	King's Lynn	
Proposal:	ADVERT APPLICATION: Proposed 4No illuminated digital display screens to replace existing illuminated poster panels	
Location:	Corn Exchange 20 Tuesday Market Place King's Lynn Norfolk	
Applicant:	BCKLWN	
Case No:	19/00886/A (Advertisement Application)	
Case Officer:	Mrs N Osler	Date for Determination: 26 July 2019 Extension of Time Expiry Date: 5 August 2019

Reason for Referral to Planning Committee – Relates to other applications before Planning Committee

Neighbourhood Plan: No

Case Summary

Advertisement consent is sought for the replacement of four illuminated poster panels with four digital display screens.

Key Issues

Amenity (visual) and
 Public Safety (generally considered to relate to vehicular and pedestrian safety)

Recommendation

APPROVE

THE APPLICATION

Advertisement consent is sought for the replacement of four illuminated poster panels with four digital display screens.

The existing panels are illuminated and illuminate posters displayed within them. They measure 0.99 x 0.67 x 0.13m.

The proposed screens are LCD and measure 1.2 x 0.85 x 0.1m. They are to be located in the same position as the current panels.

PLANNING HISTORY

19/00887/LB: PENDING CONSIDERATION with a recommendation of approval: - LISTED BUILDING: Internal alterations - Infill floor voids in upper foyer, form two cinema auditoria, foyer, toilet, access stair and lift. Alterations and refurbishment of ground floor foyer and toilets. External alterations - new digital display screens to front elevation, infilling first floor windows and new satellite dish in rear plant area

2/96/0699/A: Committee Approval: 08/08/96 - Installation of illuminated signs

RESPONSE TO CONSULTATION

Historic England: On the basis of the information available to date, Historic England does not wish to offer any comments. We would therefore suggest that you seek the views of your specialist conservation and archaeological advisers, and other consultees, as relevant.

Theatres Trust: This application relates to the replacement of existing poster panels with digital screens, alongside a proposal to convert the Corn Exchange's upper foyer to two cinema screens for which we have provided comments supporting.

As raised in our corresponding comments on planning permission and listed building consent we are supportive of these digital boards. We do not consider they will harm the amenity of surrounding property or represent a hazard to passing vehicles or pedestrians.

We therefore recommend the granting of advertisement consent

Conservation Officer: NO OBJECTION in relation to the impact on the character of the Conservation Area.

Highways Authority: Having examined the details submitted I would not be against the principle of the application based on the information provided. Request that an informative relating to signs that may affect the public highway be appended to any permission granted.

King's Lynn Civic Society: We would like to know more about the proposed 'display screens' for the front of the building. We note that illuminated signage is normally not permitted in the conservation areas.

REPRESENTATIONS

None received at time of writing report.

LDF CORE STRATEGY POLICIES

CS08 - Sustainable Development

CS12 - Environmental Assets

SITE ALLOCATIONS AND DEVELOPMENT MANAGEMENT POLICIES PLAN 2016

DM15 – Environment, Design and Amenity

NATIONAL GUIDANCE

National Planning Policy Framework (NPPF)
Planning Practice Guidance (PPG)

PLANNING CONSIDERATIONS

Paragraph 132 of the NPPF, 2019 states: *“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts”.*

As such the only issues for consideration in the determination of this application are:
Amenity (visual) and
Public Safety (generally considered to relate to vehicular and pedestrian safety)

Amenity

The Civic Society queries whether illuminated adverts are permitted in conservation areas. It is a material consideration that the panels that this application seeks to replace are currently already illuminated.

Illumination in conservation areas is generally considered on the need for the advert to be illuminated. In this regard the Theatres Trust’s comments are wholly relevant and state that *“digital display board of the nature proposed are displayed at a number of theatres including those which are statutorily listed...advertisements and show signage are in any case an integral aspect of the character and appearance of theatre buildings”.*

The Conservation Officer raises no objection on the grounds of the impact of the screens on either the listed building itself or wider conservation area.

Highway Safety

The Local Highway Authority raises no objection to the proposed development on the grounds of highway safety (which relates to both vehicular and pedestrian safety). Whilst an informative is requested in relation to signs that may affect the public highway, the signs that are being permitted are only 0.1m deep and will not affect the public highway. The advert cannot be amended without a formal application. Furthermore there is a seating area that separates the front elevation of the Corn Exchange from the ‘highway proper’ (which includes footpaths). An informative is therefore not considered necessary.

Conclusion

It is not considered that the proposed replacement display panels will have a negative impact on the character of the Conservation Area or on public safety and no objections have been raised from statutory consultees or third parties although the Civic Society do question illuminated adverts in conservation areas. The listed building application fully considers the impacts of the advertisements on the Listed building itself.

It is therefore recommended that this application for advertisement consent be permitted subject to the following conditions.

RECOMMENDATION:

APPROVE subject to the imposition of the following condition(s):

- 1 Condition: The development hereby permitted shall be carried out in accordance with the following approved plans drawing no's: CE.A.31 and CE.A.34.
- 1 Reason: For the avoidance of doubt and in the interests of proper planning.