Planning Committee

6 November 2026
Agenda item number 7.1

BA/2026/0191/ADV Broads Authority Information Centre, Station Road, Hoveton

Report by Assistant Planning Officer

Proposal

55" Outdoor PCAP Freestanding Multi Touch screen digital poster

Applicant

Mr Andrew Hird

Recommendation

Approve Subject to Conditions

Reason for referral to committee

Broads Authority Involvement

Application target date

01 November 2026

Application documents

BA/2026/0191/ADV Associated Planning Documents

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1. Description of site and proposals

1.1. The application site is an area of hardstanding adjacent to Hoveton Visitor Centre, Station Road, Hoveton. The visitor centre fronts Station Road, with its main entrance opening onto the hardstanding to the side, between the building and the road.

1.2. The building has a prominent glazed entrance beneath a pitched roof, with a covered area and toilet facilities to the rear. There is cycle parking alongside the building, bollards within the frontage with trees close to the main entrance and Station Road frontage.

1.3. Advertisement consent is sought for the installation of a freestanding illuminated digital information display unit, known as a PCAP (Projected Capacitive Touch Technology) on the hardstanding adjacent to Hoveton Visitor Centre. The unit would be positioned alongside the building, close to the main entrance, and angled approximately 20 degrees from the adjacent external wall.

1.4. The unit would measure 2.03m in height, 0.96m in width and 0.20m in depth, with a base footprint of approximately 0.99m by 0.50m. It would incorporate a 55-inch interactive touchscreen, with a display area measuring approximately 1.21m by 0.68m, housed within a weatherproof black steel enclosure.

1.5. The display would provide visitor information, including walking and cycling routes, sustainable transport information, public transport timetables and environmental information. Its digital format would enable the information to be updated electronically, and the touchscreen would allow users to interact with the content.

1.6. The specification includes a maximum display brightness of 2,500 cd/m² and an ambient light sensor to adjust brightness in response to surrounding light levels.

1.7. The display will operate between the hours of 06:00 and 23:00 and will be switched off, outside of these hours.

2. Site history

2.1. BA/2015/0321/FUL - Installation of cycle hire docking stations – Approved with Conditions

2.2. BA/2016/0449/FUL - Replacement window frames – Approved with Conditions

3. Consultations received

Parish Council

3.1. No response received.

Norfolk County Council (NCC) Highways

3.2. Whilst minded the display would be visible from the highway, it is not considered it would cause any undue distraction or give rise to an overriding highway safety concern and therefore no objection is raised. However, notwithstanding that, the LPA may wish to be minded of the guidance given the in the Institution of Lighting Professionals Professional Lighting Guide 05/23 “The Brightness of Illuminated Advertisements Including Digital Displays” and its recommendation on the maximum night-time permitted values of display luminance and consider appropriate conditions to any grant of permission.

North Norfolk Council

3.3. The application site is located within Hoveton’s Town Centre and primary shopping area. As such there would be no in principle objection to the proposed development. Notwithstanding this, the LPA may wish to be minded of the guidance given the in the Institution of Lighting Professionals Professional Lighting Guide 05/23 “The Brightness of Illuminated Advertisements Including Digital Displays” and its recommendation on the maximum night time permitted values of display luminance and consider appropriate conditions to any grant of permission. A similar display on Stalham Road, Hoveton has been conditioned accordingly, please see PF/25/2777 for details.

North Norfolk Environmental Health Officer

3.4. No further comments than returned on 25th August 2026 by the NNDC LPA

BA Historic Environment Manager

3.5. The site is away from the more sensitive river frontage and is proposed to be situated in a commercial part of the village, where such signage is considered more appropriate. It is set back from the street in a courtyard adjacent to the TIC and public WCs where there should be passing traffic who can make use of the facility. The design is simple and the casing is black coloured, which will provide some consistency with the fenestration on the neighbouring building and the location set back from the street, should also ensure that it is not too visually intrusive. I therefore have no objection to the proposal in terms of design.

4. Representations

4.1. None received.

5. Policies

5.1. The adopted development plan policies for the area are set out in the Local Plan for the Broads (adopted 2019).

5.2. The following policies were used in the determination of the application:

- HOV5 – Hoveton Town Centre and areas adjacent to the Town Centre
- SP7 – Landscape Character
- DM16 – Development and Landscape
- DM21 – Amenity
- DM22 – Light Pollution and Dark Skies
- DM23 – Transport, highways and access
- DM43 - Design
- DM49 – Advertisements and signs

6. Assessment

Principle of development

6.1. Policy DM49 of the Local Plan for the Broads requires advertisements and signs to be sensitively designed and located, having regard to the character of the associated building and the general characteristics of the locality. Their size, design, positioning, materials and degree of illumination must not adversely affect the built or landscape character of the Broads or have a detrimental effect on public safety.

6.2. The proposed display would be located alongside the established visitor centre, within a commercial part of the village covered by site-specific Policy HOV5. Its use to provide visitor information is consistent with the visitor centre's function and the site's role under Policy HOV5. The supporting text to Policy DM49 also recognises the important role that advertisements and signs can play in informing visitors to the Broads.

6.3. The principle of the proposal is therefore considered acceptable, subject to consideration of its effects on amenity and public safety, in this case highway safety.

Design, siting and amenity

6.4. Policy DM49 requires advertisements to respect the character of their surroundings and complement existing architecture. The policy also requires consideration of cumulative effects arising from other signage in the vicinity. The relevant provisions of Policies SP7, DM16 and DM43 seek to protect landscape character and ensure that proposals

integrate appropriately with their surroundings. DM21 requires consideration of neighbour amenity.

6.5. The proposed unit would be modest in scale relative to the neighbouring visitor centre and would sit comfortably alongside its entrance. Its slim profile and simple black enclosure would give it a restrained appearance, while its positioning on existing hardstanding would ensure that it is read as an ancillary feature of the visitor centre. The unit would not appear unduly prominent or visually intrusive within its surroundings.

6.6. The display would be visible from Station Road but would be set back within the courtyard and viewed against the visitor centre building. Its relatively narrow form and position alongside the building would limit its prominence within the street scene. The black casing would provide consistency with the fenestration of the neighbouring building and help integrate the unit with its immediate surroundings. There are no residential properties that would be affected and the sign is tucked back within the existing courtyard so there is no wider amenity impact from the unit or the illumination.

6.7. The Historic Environment Manager raises no objection to the design, noting that the proposal is situated within a commercial part of the village, where this type of signage is more appropriate, and away from the more sensitive river frontage. Also the simple design and position set back from the street limits its visual impact.

6.8. The unit's scale and position would not result in an unacceptable accumulation of signage or dominate the building frontage. Therefore, subject to satisfactory illumination controls, the proposal is considered acceptable in terms of design and visual amenity, having regard to Policy DM49 and the relevant provisions of Policies SP7, DM16, DM 21 and DM43.

Illumination and light pollution

6.9. Policy DM49 requires the degree of illumination to be appropriate to the character of the locality. Policy DM22 seeks to conserve and enhance the tranquillity and dark sky experience of the Broads through good lighting management, the minimisation of light spillage and the elimination of unnecessary artificial outdoor lighting. It also requires proposals to demonstrate that relevant lighting guidance and standards are met or exceeded.

6.10. The manufacturer's specification identifies a maximum screen brightness of 2,500 cd/m². This reflects the equipment's capability for visibility in daylight. The screen incorporates an ambient light sensor to enable its brightness to respond to surrounding light levels.

6.11. NCC Highways and North Norfolk District Council recommend consideration of the maximum night-time display luminance advised in the Institution of Lighting Professionals' Professional Lighting Guide PLG05/23, The Brightness of Illuminated Advertisements Including Digital Displays. The Environmental Health Officer provides

no further comments beyond those previously returned by North Norfolk District Council.

6.12. Lighting Guide 05/23, *The Brightness of Illuminated Advertisements Including Digital Displays*, recommends maximum luminance levels of 5,000 cd/m² during daylight hours and 300 cd/m² at night. A condition will limit the proposed display to 2,500 cd/m² during daylight hours, reflecting the equipment's stated maximum brightness, and 300 cd/m² at night. A further condition will restrict operation to between 06:00 and 23:00, requiring the display to be switched off outside these hours. These controls will ensure that brightness is reduced after dark and that the display does not remain illuminated throughout the night, protecting neighbouring amenity and limiting light pollution.

6.13. Subject to these conditions, the proposal is considered acceptable in terms of Policies DM21(e), DM22 and DM49.

Highways and public safety

6.14. Policy DM49 requires advertisements to avoid detrimental effects on public safety on land and water, including the operational safety of the highway, railway and water network. The highway safety and access provisions of Policy DM23 are also relevant.

6.15. The Highway Authority acknowledges that the display would be visible from the highway but considers that it would not cause undue distraction or give rise to an overriding highway safety concern And no objection is raised. Its advice regarding night-time brightness can be addressed through the proposed luminance condition.

6.16. The siting will retain adequate space for pedestrians to pass and for users to access the visitor centre and public toilets.

6.17. The unit will be restricted to the operating hours of 06:00 – 23:00 and these hours have been confirmed by the applicant.

6.18. Having regard to the proposed siting and the Highway Authority's response, the display does not have an unacceptable highway safety impact. Subject to appropriate illumination controls and adequate pedestrian clearance, the proposal is considered acceptable in respect of public safety, having regard to Policy DM49 and the relevant provisions of Policy DM23.

7. Conclusion

7.1. The proposed display would be situated alongside an established visitor centre within a commercial part of Hoveton, set back from Station Road and away from the more sensitive river frontage. Its scale, simple design and black enclosure are considered appropriate to its immediate setting. The Historic Environment Manager raises no objection in terms of design, and NCC Highways identifies no highway safety concern.

7.2. Subject to conditions controlling illumination and operating hours, the proposal is considered acceptable in terms of amenity and public safety and would accord with

Policies HOV5, DM16, DM21, DM22, DM23, DM43, and DM49 of the Local Plan for the Broads. Approval of advertisement consent is therefore recommended.

8. Recommendation

8.1. Approve subject to the following conditions:

1. Time limit
2. Approved plans
3. Landowner consent
4. Highway safety requirements
5. Maintain visual amenity
6. Maintain public safety
7. Remove when no longer required
8. Operation hours
9. Illumination restriction

9. Reason for recommendation

9.1. The Local Planning Authority considers that the scheme proposed is in accordance with Policies HOV5 – Hoveton Town Centre and areas adjacent to the Town Centre, SP7 – Landscape Character; DM16 – Development and Landscape; DM21 – Amenity; DM22 – Light Pollution and Dark Skies; DM23 – Transport, highways and access; DM43 – Design DM49 – Advertisements and signs

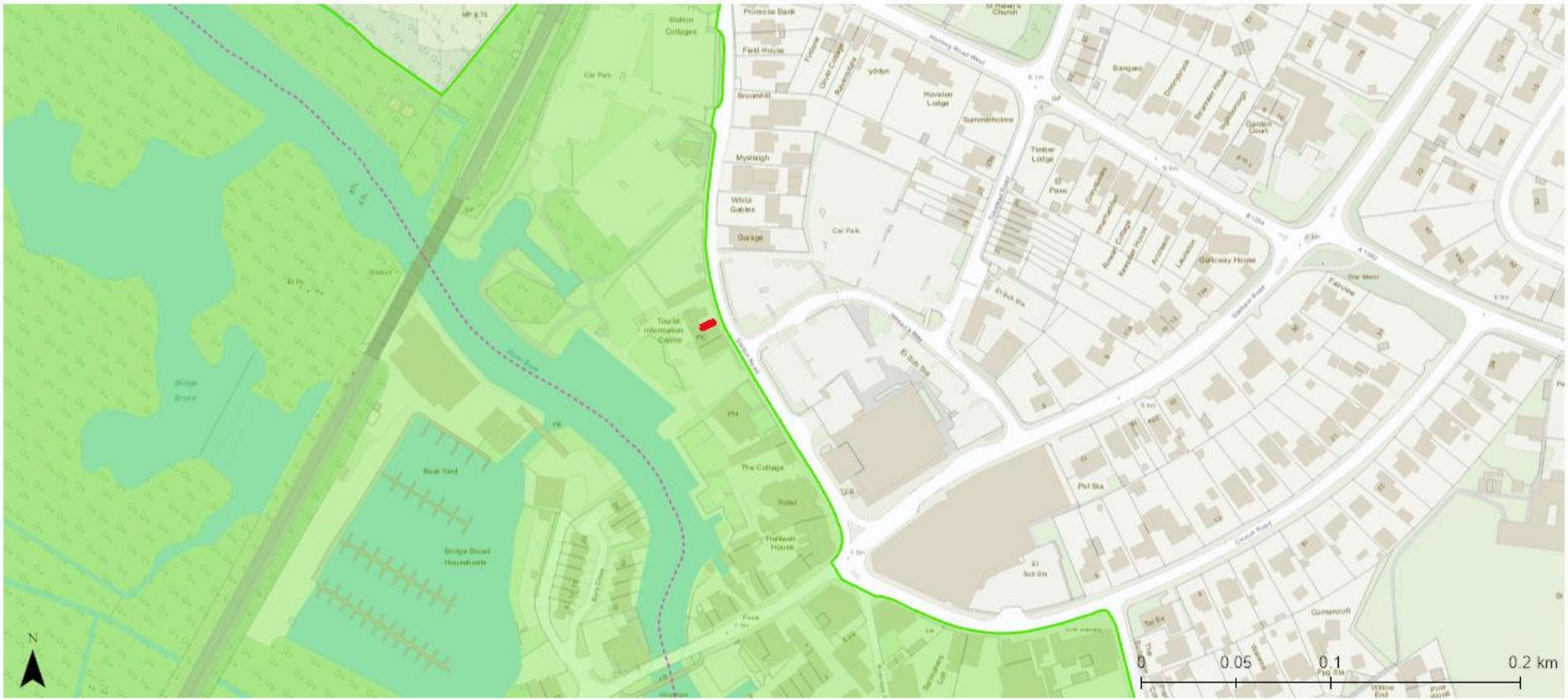
Author: Callum Sculfor

Date of report: 15 October 2026

Appendix 1 – Location Map

Appendix 1 – Location map

BA/2026/0191/ADV - Broads Authority Information Centre, Station Road, Hoveton



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