

Matters Arising – Thursday 11th August 2022

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Digital Advertising Screens

Consent for the display of a digital advertising screen will not **normally** be granted in any of the following circumstances:

- l) when they are positioned above ground floor level;
- m) when they are located within or adjacent to a conservation area, Area of Townscape Character, or on a listed building or within the setting of a listed building;
- n) when they are located within primary residential areas;
- o) when they are located within the open countryside, or within parks and public open spaces; or
- p) when the display contains moving images.

However, in-curtilage petrol brand totem pole signs which may include an element of digital advertising will be permitted where the proposal meets criteria a) - k) opposite.