

Comments for Planning Application 23/02960/ADE

Application Summary

Application Number: 23/02960/ADE

Address: Bistro En Glaze Laburnum House Main Road Wylam Northumberland NE41 8AJ

Proposal: Advertisement Consent for installation of external illuminated menu board on front wall running powerpoint display during opening hours of restaurant; 7am - 11pm

Case Officer: Mr Thomas Edge

Customer Details

Name: Mr Chris Aldridge

Address: 17 Ingham Terrace, Wylam, Northumberland NE41 8DS

Comment Details

Commenter Type: Neighbour

Stance: Customer objects to the Planning Application

Comment Reasons:

Comment: I wish to object to this application for advertisement consent on a digital screen.

I believe the screen to be not in-keeping with the type of building it is proposed to be placed on and I have concerns it will create a precedent for further digital screens in the village.

When the screen was erected previously it was very bright and particularly noticeable once the evening light faded. The Bistro is located at the top of a busy junction and the screen gave off a lot of light spillage. It isn't as though vehicles seeing the screen could easily pull over to look at the contents, given the road layout there. Otherwise potential customers on foot, would be able to read regular lit boards displayed as before.

The screen itself is of modern design, neither befitting of its position, nor suitable for the surroundings. Other establishments have backlit boards which are more appropriate for the setting and far less intrusive.

We have four pubs in the village, the Bistro and a pizza restaurant. Imagine the overkill we could be faced with if this opened the gates for others to follow with a number of digital screens in what is a small, relatively dark village.