

25/00632/ADV

The proposed advertisement at Asda Walmart on Huyton Lane has been designed to sit comfortably within its modern commercial context. Its relationship with the St Michael's Church Conservation Area is minimal, with negligible visibility and no physical or visual intrusion into the heritage setting.

The development will therefore cause no harm to the significance or character of the Conservation Area and is considered acceptable in heritage terms, complying with the NPPF, the Planning (Listed Buildings and Conservation Areas) Act 1990, and relevant Knowsley Council heritage policies.