

Impact Statement for Retrospective Approval sought for Alpha Cars Ltd. advertising display erected to the gable end of 73 Warrington Road, Prescott, L34 5QY, taking care to balance the commercial needs of the business against the immediate surroundings and character of the installation.

1. Visual Amenity and Character

Scale and Dominance: The installation of a 6.0m long x 2.4m high advertisement board on a residential gable end could represent a significant change to the property's silhouette. Whilst the board promotes Alpha Cars Ltd. its size was carefully considered so as to be proportionate to the gable wall to ensure that it does not overwhelm the host building or create a "top-heavy" visual effect.

Architectural Integration: The advertisement board was sized and sited so as not to risk obscuring any architectural features or materials such as unusual or feature brickwork patterns or decorative eaves, or cover any windows whilst also ensuring that it does not disrupt the rhythm of the street scene.

2. Impact on the Public Realm

Visual Clutter: The Alpha Cars Ltd. advertisement board was sited with careful consideration so that it would not contribute to "signage fatigue," by becoming surrounded by other advertising boards or street signage whilst ensuring that it does not reduce the overall aesthetic quality of the locality.

Maintenance and Longevity: To prevent a sense of any immediate or future urban decay, the board is constructed from 3mm thick Di-Bond Gloss Laminate which is a high-quality, weather-resistant material; as a poorly maintained or faded sign would be considered to have a negative impact on the "prestige" image of both Alpha Cars Ltd. and the surrounding neighbourhood.

3. Lighting and Residential Comfort

Illumination: The decision was taken NOT to illuminate the advertisement board to ensure that there was no potential for light pollution which could have a negative impact on the amenity of any affected neighbouring residents such as glare into windows; and any potential effect on the "nocturnal character" of the street.

4. Public and Highway Safety

Driver Distraction: As gable ends are often highly visible to oncoming traffic, the Alpha Cars Ltd. branding must be clear and legible whilst also ensuring that it should not use colours or layouts that mimic official road signs or cause hazardous levels of distraction to motorists that pass the advertisement board.

Mitigation Summary

To ensure a positive impact the advertisement board should maintain a neutral border to separate the commercial content from the house's masonry.

Utilise static imagery only.

Is positioned to avoid covering any windows or structural details of the gable.