

<u>APPLICATION NO:</u>	24/00684/ADV	<u>CASE OFFICER:</u>	Maxine Wishart
<u>WARD:</u>	Halewood South	<u>PARISH:</u>	Halewood Town Council
<u>LOCATION:</u>	Shell Garage, 195 Higher Road, Halewood		
<u>PROPOSAL:</u>	DISPLAY OF SIGNAGE COMPRISING 1 NO. INTERNALLY ILLUMINATED DIGITAL LCD GLASS DISPLAY SCREEN		

KNOWSLEY LOCAL PLAN POLICIES MAP ALLOCATION

Primarily Residential Area

Site Description

The application relates to an existing Petrol Filling Station (PFS) located on the norther side of Higher Road (A562). There are dwellings immediately to the northwest, northeast and south east and dwellings opposite to the south west. The site currently comprises a petrol station, shop, electric vehicle charge points and car wash.

The PFS is accessed off Higher Road and has an access and egress points directly from public highway.

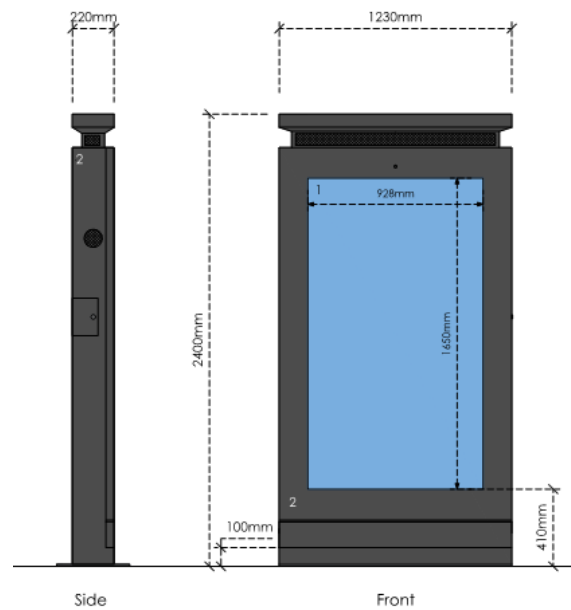
There is a brick wall along the common boundary with the application site and the adjacent residential property, No. 185 Higher Road, that wall reaches a height of 630mm for a length up to 4 m into the site and then increases in height up to 2.21 m in the position where the proposed panel would be located.

Proposal

The application seeks Advertisement Consent for the installation of an internally illuminated digital LCD glass display screen. The digital display panel would measure 1650 mm by 928mm and be housed in a zinc powered coated galvanised steel unit which would be coloured black (RAL 9005). The overall dimensions of the proposed display panel unit would have the following dimensions:

- 2400mm high
- 1230mm wide
- 220mm deep

The proposal seeks to erect a single-sided freestanding D6 small format advertising display which will exhibit static advertisements on rotation. It would utilise LCD digital technology – the quality of which the applicant advises would mimic traditional paper and paste display. It would be capable of displaying 6 advertising campaigns at a time which would comprise both local and national campaigns. It would be controlled remotely from a Network Operation Centre.



The advertisement panel would be located on hardstanding separated from the forecourt by an upstand kerb adjacent to the entrance point of the PFS to the southwest of the site frontage.



The illuminated display side of the panel would face onto the forecourt and would be sited behind an existing high level brick wall which measures 2.21 m in height. The wall forms part of the common boundary with an adjacent residential property, No. 185 Higher Road. An existing sign would require removal to accommodate the proposed signage.

TECHNICAL CONSULTATIONS:

Halewood Town Council - No Comments Received

Highway Authority - No objection in principle subject to condition relating to luminance.

Representations

This application has been publicised by letters sent to 14 neighbours. No representations have been received.

Planning History

The application site has a long and varied planning history the majority of which are not directly relevant to the current proposal. The most recent of applications are however, detained below:

APP. NO: 18/00783/FUL
PROPOSAL: RETENTION AND RELOCATION OF ELECTRICAL VEHICLE CHARGING EQUIPMENT, INSTALLATION OF NEW BOLLARD IMPACT PROTECTION AND REPOSITION OF CSP GENIE POINT SIGNAGE
DECISION: Granted
DECISION DATE: 21 March 2019

APP. NO: 22/00738/FUL
PROPOSAL: DEMOLITION OF EXISTING CAR WASH, JET WASH AND PLANT ROOM TOGETHER WITH THE INSTALLATION OF 3 NO. JET WASH BAYS, LV PANEL AND SUB STATION AND THE CREATION OF AN ELECTRIC VEHICLE CHARGING ZONE INCORPORATING THE ERECTION OF 6 NO. ELECTRIC VEHICLE CHARGERS AND CANOPY
DECISION: Granted
DECISION DATE: 24 November 2023

APP. NO: 22/00738/NMA
PROPOSAL: NON-MATERIAL AMENDMENT FOLLOWING THE GRANT OF PLANNING PERMISSION 22/00738/FUL - AMENDMENT SOUGHT FOR REDUCTION IN EV CHARGERS FROM 6 TO 4 AND FROM 3 JET WASH BAYS TO 2, JETWASH ENCLOSURE AND ACOUSTIC BARRIER, RELOCATION OF BIN STORE AND INSTALLATION OF LV PANEL
DECISION: Refused
DECISION DATE: 29 October 2024

APP. NO: 22/00738/NMA1
PROPOSAL: NON-MATERIAL AMENDMENT FOLLOWING THE GRANT OF PLANNING PERMISSION 22/00738/FUL - AMENDMENT SOUGHT FOR REDUCTION IN EV CHARGERS FROM 6 TO 4 AND FROM 3 JET WASH BAYS TO 2, JETWASH ENCLOSURE AND ACOUSTIC BARRIER, RELOCATION OF BIN STORE AND INSTALLATION OF LV PANEL
DECISION: Granted
DECISION DATE: 5 December 2024

Relevant Policy

Paragraph 11 of the National Planning Policy Framework (NPPF) states that planning decisions should apply a presumption in favour of sustainable development. This means approving development proposals that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole.

Paragraph 12 of the NPPF clarifies that the presumption in favour of sustainable development does not change the statutory status of the development plan as the starting point for decision making. Where a planning application conflicts with an up-to-date development plan, permission should not normally be granted. Local planning authorities may take decisions that depart from an up-to-date development plan, but only if material considerations in a particular case indicate that the plan should not be followed.

The development plan in Knowsley comprises the Saved Policies of the Replacement Unitary Development Plan, the Core Strategy Local Plan and the Joint Waste Local Plan. The following policies are relevant to the determination of this application.

NATIONAL PLANNING POLICY FRAMEWORK

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS2 - Development Principles

CS19 - Design Quality and Accessibility in New Development

SAVED POLICIES - KNOWSLEY REPLACEMENT UNITARY DEVELOPMENT PLAN (ADOPTED JUNE 2006)

H5 - Development within Primarily Residential Areas

S10 - Advertisements

SUPPLEMENTARY PLANNING DOCUMENTS

Shopfronts and Signage Design SPD (2016)

Article 35 Statement

The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating with the applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Assessment

The National Planning Policy Framework establishes clear requirements for the assessment of advertisement applications. Paragraph 141 states that:

The quality and character of places can suffer when advertisements are poorly sited and designed... Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

AMENITY

The proposed advertisement panel would be located within the curtilage of the PFS located to the south side of Higher Road, which is predominantly residential in character.

The proposed panel would be set along the common boundary with the adjacent residential property, No. 185 Higher Road and would be sited forward of the front elevation of that dwelling. However, as detailed above, the panel would be set behind a 2.21 m high wall which runs along the common boundary. The display panel attains a maximum height of 2.4 m and as a result, would extend a little (190mm) above the top of the wall. Nevertheless, the panel would in the main be shielded from views from the adjacent property and the illuminated panel would face into the application site to ensure that the proposal would not have a detrimental impact on the neighbours amenity.

The panel would be screened from properties further along the southern side of Higher Road by the existing PFS building and those properties are sited approximately 42 m away.

Other residential properties on the opposite side of Higher Road would be separated from the development by a busy main road (A562) and have an interface of approximately 30m between the application site frontage and the front elevation of the nearest of those dwellings.

Although there are other signs associated with use on the site, given that the siting of the panel would be seen in the context of the high level brick wall as a backdrop, it is not considered that in this instance, the cumulative impact of the additional sign would have a detrimental impact on the street scene or the character of the area or that it would result in visual clutter. The existing PFS is understood to operate 24 hours a day and would also been seen in the context of the existing lighting across the application site. It is considered that there would be no harm to amenity resulting from the proposal.

The applicant has advised in their supporting information that the proposed display would operate with a system of threshold controls, timers and light sensors to ensure that the luminance never exceeds the Institute of Lighting Professionals guideline figure at nighttime. A condition (in accordance with the model conditions in the 5 'The Brightness of Illuminated Advertisements including Digital Displays, PLG05/23) would be added if consent is granted to ensure that impacts would be limited and controlled to within industry standard levels.

In summary, given the above, it is not considered that the proposed advertisement display would have an adverse impact on amenity and would comply with Policies CS2 and CS19 of the Core Strategy and Saved policies H5 and S10 of the Replacement UDP.

PUBLIC SAFETY

The advertisement panel would be displayed on the forecourt and would be visible from the highway. The signage would be illuminated. The Local Highway Authority has no objection subject to a condition relating to luminance levels, so it is considered that the proposal would not have a detrimental impact on public safety.

The proposed development would not impact on the safety and operation of the adjoining highway would comply with Policies CS2 and CS19 of the Core Strategy and Saved policies H5 and S10 of the Replacement UDP.

Conclusion

The proposal is acceptable in relation to amenity and public safety. The application complies with Policies CS2 and CS19 of the Core Strategy and saved Policy S10 of the UDP and is recommended for approval.

Recommendation

That Advertisement Consent be granted subject to the following condition(s):-

- 1) In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum night time luminance value set out in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order to retain effective planning control and to comply with the National Planning Policy Framework (2024), Policies CS2 and CS19 of the Knowsley Local Plan: Core Strategy, adopted January 2016, Saved Policy S10 of the Knowsley Replacement Unitary Development Plan, adopted June 2006 and Shopfronts and Signage Design SPD (2016).

- 2) In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m2.

Reason: In the interests of amenity, public safety and in order to retain effective planning control and to comply with the National Planning Policy Framework (2024), Policies CS2 and CS19 of the Knowsley Local Plan: Core Strategy, adopted January 2016, Saved Policy S10 of the Knowsley Replacement Unitary Development Plan, adopted June 2006 and Shopfronts and Signage Design SPD (2016).

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
11/02/2025	24408 PA 01	-	SITE LOCATION PLAN
11/02/2025	24408 PA 04	-	PROPOSED SITE PLAN
11/02/2025	24408 PA 05	-	EXISTING AND PROPOSED ELEVATIONS
11/02/2025	24408 PA 06	-	SPECIFICATION
11/02/2025	24408 PA 07	-	EXISTING AND PROPOSED CGI

Signed Case Officer¹: M Wishart

Signed Authorising Officer²: K Foster

Date: 13 February 2025

Contd...

¹ I confirm that I do not have a personal relationship with the applicant, agent or other interested parties; I also confirm that I do not have a financial interest in the site or the development proposed

² I confirm that I do not have a personal relationship with the applicant, agent or other interested parties; I also confirm that I do not have a financial interest in the site or the development proposed

Appendix 1 – Site Photographs



