

<u>APPLICATION NO:</u>	25/00492/ADV	<u>CASE OFFICER:</u>	Lee Osborne
<u>WARD:</u>	Halewood South	<u>PARISH:</u>	Halewood Town Council
<u>LOCATION:</u>	The Halewood Shopping Centre, Leathers Lane, Halewood		
<u>PROPOSAL:</u>	DISPLAY OF SIGNAGE COMPRISING 2 NO. INTERNALLY ILLUMINATED DIGITAL LCD GLASS DISPLAY SCREEN TOTEM SIGNS		

Site Description

The application site is within the Halewood Shopping Centre accessed from Leathers Lane. One of the signs is to be installed adjacent the Iceland store, which is in the north-east corner of the Centre, fronting the car park with the service yard area at the rear accessed off Hillingdon Avenue. The sign would be by the south-eastern end of the central shopper's car park area adjacent the adopted highway. On the opposite side of the road is the rear garden area of 8 Vine Close, and the Halewood Centre in which the Health Centre, Council Offices and Library are located. The other sign would be located adjacent bollards running between two parades of shops within the shopping centre area adjacent the central car park.

Proposal

The proposal is to install two totem advertising signs. The signs would be 2.7m high, 1.3m wide and 0.34m deep. The signs would have double sided illuminated digital displays. The displays would be 1.62m high and 0.93 wide, set 0.9m from the base of the totem sign. The signs would be of pressed metal and GRP (glass reinforced plastic or polymer). The sign displays would change with each remotely presented digital content. The proposed luminance would be 600 cd/m² from dusk to dawn and up to 6,000 cd/m² at all other times, subject to ambient conditions and the time of day / day of the year (High-quality TVs often use a brightness of 600 to 1,000 cd/m² to provide vibrant and bright images and high-end smartphones can achieve over 700 cd/m² to ensure good readability, even in bright sunlight). The signs would have Centre name plates.

Consultations

Highway Authority - No objections, request a condition of maximum luminance.
Halewood Town Council - No comments received.

Representations

This application has been publicised by letters sent to 33 neighbours. It has also been advertised by Site Notice. No representations have been received.

Relevant Planning History (relating to overall shopping centre not individual units)

10/00523/HYB - ERECTION OF 1 NO. 1,597 SQ.M FOOD STORE (USE CLASS A1) AND 12 NO. UNITS COMPRISING OF 2,489 SQ.M OF MIXED

RETAIL/COMMERCIAL FLOORSPEACE (USE CLASSES A1, A2, A3 AND A5), TOGETHER WITH CONSTRUCTION OF NEW ACCESSES AND CAR PARKING, BUS INTERCHANGE, HARD AND SOFT LANDSCAPING AND MISCELLANEOUS WORKS (DETAILED APPLICATION) TOGETHER WITH OUTLINE APPLICATION FOR PUBLIC HOUSE (USE CLASS A4) (ACCESS TO BE CONSIDERED AT THIS STAGE). Granted: 15.11.2010.

11/00316/HYB - VARIATION OF CONDITION NO'S 8, 13, 22, 25, 26, 29, 30 AND 40 ATTACHED TO PLANNING PERMISSION 10/00523/HYB (ERECTION OF 1 NO. 1,597 SQ.M FOOD STORE (USE CLASS A1) AND 12 NO. UNITS COMPRISING OF 2,489 SQ.M OF MIXED RETAIL/COMMERCIAL FLOORSPEACE (USE CLASSES A1, A2, A3 AND A5), TOGETHER WITH CONSTRUCTION OF NEW ACCESSES AND CAR PARKING, BUS INTERCHANGE, HARD AND SOFT LANDSCAPING AND MISCELLANEOUS WORKS (DETAILED APPLICATION) TOGETHER WITH OUTLINE APPLICATION FOR PUBLIC HOUSE (USE CLASS A4)) - TO TAKE ACCOUNT OF CHANGES TO DRAWING NUMBERS/TITLES AND TIMESCALES. Granted: 11.08.2011.

24/00616/FUL - INSTALLATION OF 10NO. RAPID ELECTRIC VEHICLE CHARGING STATIONS, SUBSTATION AND ANCILLARY EQUIPMENT. Granted: 20.03.2025.

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.

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)

KNOWSLEY LOCAL PLAN: CORE STRATEGY

S10 - Advertisements

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

Advertisements are controlled under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Regulation 3 requires local planning authorities to control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.

Saved Policy S10 of the UDP aligns with the above and states that proposals to display advertisements will be permitted provided that they would not harm amenity or public safety.

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 totem signs are relatively small scale for their type and typically found at such locations as shopping centres, petrol filling stations etc. Sign A would be located at the rear of the shopping centre adjacent the adopted highway and carpark (by the Iceland store), and Sign B would be located central to the overall shopping centre adjacent bollards between two central parades within the overall car park area.

There is a rear garden of a dwelling in proximity to Sign A to be located by the Iceland store, on the opposite side of the service road with the dwelling located on Vine Close. Given the location of the signs within an established shopping centre it is considered that the signs would have an acceptable impact on amenity although it would be prudent to condition the levels of luminance to ensure that the signs did not impact unduly on amenity.

Sign B would not obstruct the tactile paving and would be sited behind the bollards (it was originally proposed on the tactile paving).

The signs would not harm amenity and would comply with Policies CS2 and CS19 of the Core Strategy, and Saved Policy S10 of the UDP.

Safety

Given the size of the signs and that they do not impact upon pedestrian routes, visibility splays, or vehicle sightlines the signs would not have a detrimental impact

on safety or the operation of the highway network.

The signs would comply with Policies CS2 and CS19 of the Core Strategy, and Saved Policy S10 of the UDP.

Conclusion

The proposal would be acceptable in relation to amenity and public safety. The application complies with local planning policies and is recommended for approval

Recommendation

That advertisement consent is granted subject to the following conditions:

- 1) The development hereby permitted shall be carried out in accordance with the approved plans and documents listed in Schedule 1.

Reason: For the avoidance of doubt.

- 2) The maximum luminance of the advertisement displays shall not exceed 6,000 cd/m² during daylight hours and 300 cd/m² during the hours of darkness, in accordance with the recommended maximum luminance values set out in Tables 10.4 and 10.5 of the Institution of Lighting Professionals - Professional Lighting Guide (PLG05): Brightness of Illuminated Advertisements including Digital Displays (or any equivalent values set out in a replacement guide). The daytime luminance shall also be automatically controlled to reflect ambient light conditions to ensure that the display is neither excessively bright nor too dim.

Reason: In the interests of amenity, public safety and to comply with Policies CS2 and CS19 of the Knowsley Local Plan Core Strategy adopted January 2016 and Saved Policy S10 of the Knowsley Replacement Unitary Development Plan adopted June 2006

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
20/01/2026	T4921 A4 050	-B	LOCATION PLAN - PROPOSED
27/08/2025	T4921 A4 051	-B	SITE PLAN - PROPOSED
27/08/2025	T4921 A4 066	-	SPECIFICATION - PROPOSED ELEVATIONS DIGITAL D6 DISPLAY - DOUBLE SIDED - DISPLAYS A AND B

Signed Case Officer¹: Lee Osborne

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

**Signed Authorising
Officer²:**

Jo Sheridan

Date:

24/02/2026492/ADV

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

