

REGENERATION AND ECONOMIC DEVELOPMENT DEPARTMENT

APPLICATION NO: 22/00310/ADV
Advertising Ltd

APPLICANT: Urban and Provincial

WARD AFFECTED: Halewood South

DEVELOPMENT: DISPLAY OF SIGNAGE COMPRISING; 1NO REPLACEMENT INTERNALLY
ILLUMINATED DIGITAL POSTER LED PANEL SIGN

LOCATION OF SITE: Land To The Side Of Jaguar Land Rover Experience Adjacent To Speke
Boulevard, Speke Boulevard, Halewood, Knowsley

KNOWSLEY LOCAL PLAN ALLOCATION –

Strategic Road Network

RELEVANT POLICIES

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)**

S10 – Advertisements

ARTICLE 35

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

PLANNING HISTORY

Numerous applications have been approved at the site, including two advertisements approved in 2017 (17/00242/ADV) and 2018 (18/00028/ADV).

TECHNICAL CONSULTATIONS:

Highways - No objection subject to a luminance condition.

NEIGHBOUR NOTIFICATION:

This application has been publicised by a site notice. No objections have been received.

Document Reference	Document Issue Number	Document Issue Date
PS/DC/OP04/05	003	23/9/02

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ISSUES AND ASSESSMENT:

PROPOSAL

The application is for the display of signage comprising 1 no replacement internally illuminated digital D poster LED panel sign.

POLICY CONSIDERATIONS

The application complies with Policies CS2 and CS19 of the Core Strategy and saved Policy S10 of the UDP.

AMENITY

The application site relates to an area of land adjacent to Speke Boulevard where there are a number of poster advertisement billboards that have deemed consent. This application would replace one of the advertisements with a digital screen. Given the presence of this lawful advertisement it is considered that the replacement sign would not have an unacceptable impact on the amenity of the area.

PUBLIC SAFETY

The signs would not adversely affect highway safety provided a luminance condition were imposed to restrict illumination. This is supported by the views of the council's highways department who have no objection to the development subject to a luminance condition. The proposal would therefore not harm public safety.

CONCLUSION

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

RECOMMENDATION:

That Planning Permission be granted subject to the following condition(s):-

- 1) The proposal 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) Luminance Level

The advertisement shall be operated in accordance with the levels of illuminance and the best practice conditions set out in the covering letter ref JS/93456 dated 11 May 2022.

Reason: In the interests of highway safety and amenity and to ensure compliance with saved Policy DQ2 of the Knowsley Unitary Development Plan adopted June 1998

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Informative

1) Adopted Highway

This permission does not entitle the developer to carry out works from or within the Adopted Highway. Any proposed temporary traffic management or works affecting the highway will require consent which must be obtained from the Streetworks team. Please email NRSWA.TeamDRES@knowsley.gov.uk for further information.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
20/05/2022	04	-	Existing and Proposed Elevations
20/05/2022	03	-	Proposed Site Plan
20/05/2022	01	-	Location Plan
20/05/2022	JS/93456	-	Cover Letter

Informatives

N/A

Andrew Hunt

06 July 2022

Alan Kilroe

13 July 2022

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