

<u>APPLICATION NO:</u>	22/00616/ADV	<u>CASE OFFICER:</u>	Andrew Hunt
<u>WARD:</u>	St Gabriels	<u>PARISH:</u>	N/A
<u>LOCATION:</u>	Pavement On Lathom Road, Opposite Junction With Cavendish Walk Huyton, Knowsley, L36 7TX		
<u>PROPOSAL:</u>	DISPLAY OF SIGNAGE COMPRISING 2NO INTERNALLY ILLUMINATED LCD DISPLAY SCREENS		

Site Description

The application site is a pavement near to the Asda store. The site is a widened pavement area near to the traffic lights. The site is located in the northern part of Huyton Town Centre.

Proposal

The proposal is for the display of signage comprising 2 no internally illuminated LCD Display Screens.

Consultations

Highways – No Objection subject to conditions.

Representations

This application has been publicised by letters sent to 26 neighbours. No representations have been received.

Planning History

A related planning application has been approved at the site (22/00615/FUL).

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that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear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)

S10 – Advertisements

Article 35 Statement

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.

Assessment

Amenity

The proposed adverts would be relatively slimline and unobtrusive. They would not be detrimental to the character of the area which is a town centre street. Overall, there would be no harm to amenity from the proposal.

Public Safety

The signs would not adversely affect highway safety. The signs would be located away from vehicular traffic at the edge of a wide pavement and would not be particularly large or prominent.

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 permission be granted subject to the following conditions.

- 1) The proposal hereby permitted shall be carried out in accordance with the following documents
 - a. Elevations – 003 – Rev A - (received 05/10/2022).
 - b. Location Plan – 001 – Rev A - (received 05/10/2022).
 - c. Proposed Site Plan – 02 – Rev A - (received 05/10/2022).
 - d. 3D Visuals - (received 05/10/2022).

- e. Cover Letter (received 05/10/2022).
- f. Anti-Social Behaviour Management Plan V2 - (received 05/10/2022).
- g. Noise Management Plan V2 - (received 05/10/2022).
- h. Street Hub product statement V1.0 - 5A - (received 05/10/2022).
- i. Planning, Design and Access Statement - (received 05/10/2022).
- j. ICNIRP Certificate - (received 05/10/2022).
- k. Removal Kiosk Site Plans - (received 05/10/2022).

Reason: For the avoidance of doubt.

- 2) The maximum luminance level of the signs shall not exceed 2500 cd/m² during the day time or 600 cd/m² at night.
- a. The intensity of the illumination of the two digital display screens shall not exceed 600 candelas per square metre (cd/m²) between dusk and dawn in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements'.
 - b. The digital display screens shall not display any moving, or apparently moving images (including animation, flashing, scrolling three dimensional, intermittent or video elements).
 - c. The minimum display time for each piece of content on the digital display screens shall be 10 seconds.
 - d. The interval between each piece of content on the digital display screens shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.
 - e. No content on the digital display screens shall resemble traffic signs, as defined in section 64 of the Road Traffic Regulation Act 1984.
 - f. The approved display should contain at all times a feature that will turn off the screen (i.e. show a black screen) in the event that the display experiences a malfunction or error.

Reason: In order to avoid causing harm to highway safety.

Signed Case Officer: Andrew Hunt

Signed Authorising Officer: Alan Kilroe

Date: 9 January 2022

Informatives

N/A

Appendix 1 – Site Photographs

