

REGENERATION AND ECONOMIC DEVELOPMENT DEPARTMENT

APPLICATION NO: 22/00277/ADV

APPLICANT: Mr James Browne

WARD AFFECTED: Roby

DEVELOPMENT: DISPLAY OF SIGNAGE COMPRISING 2NO INTERNALLY ILLUMINATED
DIGITAL LCD GLASS DISPLAY SCREENS

LOCATION OF SITE: Land Outside, 34 Derby Road, Huyton, Knowsley, L36 9UJ

KNOWSLEY LOCAL PLAN ALLOCATION –

Huyton Town Centre

RELEVANT POLICIES

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS2 - Development Principles

CS7 - Transport Networks

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

Several applications have been approved at the site including for 2 LCD glass display screens. (22/00170/FUL – approved 29/04/2022).

TECHNICAL CONSULTATIONS:

N/A

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 7 neighbours. 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 2no internally illuminated digital LCD glass display screens.

POLICY CONSIDERATIONS

The application complies with Policies CS2, CS4 and CS19 of the Core Strategy and saved Policy S10 of the UDP.

AMENITY

The design of the signs is acceptable and consistent with the previous planning application. They would fit in with the town centre character of the area. As a result, there would be no harm to amenity from the proposal.

PUBLIC SAFETY

The proposal would not harm public safety as it would not be located next to a road. It would therefore not affect traffic.

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.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
07/03/2022	001	A	Location Plan
07/03/2022	002	A	Proposed Site Plan
07/03/2022	003	A	Existing and Proposed Elevations
07/03/2022	-	-	Planning, Design and Access Statement
07/03/2022	-	-	BT Street Hub Proposal Renders 2021
07/03/2022	-	1	Street Hub product statement

Document Reference PS/DC/OP04/05	Document Issue Number 003	Document Issue Date 23/9/02
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07/03/2022	-	2	Noise Management Plan
07/03/2022	-	2	Anti-Social Behaviour Management Plan

Informatives

N/A

Andrew Hunt
30 May 2022

Alan Kilroe
31 May 2022

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

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