

<u>APPLICATION NO:</u>	24/00156/ADV	<u>CASE OFFICER:</u>	Lee Osborne
<u>WARD:</u>	Northwood	<u>PARISH:</u>	
<u>LOCATION:</u>	Advertising Hoarding Adj Car Wash, East Lancashire Road, Knowsley		
<u>PROPOSAL:</u>	ERECTION OF ONE INTERNALLY ILLUMINATED ADVERTISING DISPLAY		

Site Description

The application site is a triangular area of land adjacent the hand car-wash on the northern side of the East Lancashire Road (A580), Kirkby. At present there are two advertising hoardings on the site.

Proposal

The proposal is to remove the two hoardings and to replace them with one internally illuminated digital LED display panel. The proposed panel would have a width of 6m and a height of 3m with a distance of 1.35m from ground level to the bottom of the sign. measures 6m(w) x 3m(h) x 0.061m(d) and will be positioned 1.35m above ground. The illumination would be 5000cd/m². The advertisements could sequence every 10 seconds (6 advertisements a minute). At present the hoardings go either side of the southern boundary of the application site. The proposed hoarding would be on the northern side of the southern boundary of the site. The applicant states that the quality of image produced will mimic that of a traditional poster and paste display.

Consultations

Highway Authority – No objections in principle but request a sign illuminance condition.

Representations

This application has been publicised by letters sent to 31 neighbours. No representations have been received.

Relevant Planning History (including adjacent site)

04/00695/FUL - TEMPORARY PERMISSION FOR A PERIOD OF THREE YEARS FOR CONTINUED USE AS A CAR WASH. Granted: 08.09.2004.

99/00468/APP - TEMPORARY PERMISSION (THREE YEARS) TO USE SITE FOR HAND CAR. Granted: 28.10.1999.

97/00380/ADV - DISPLAY OF 4 NO. 48 SHEET AND 1 NO. 96 SHEET ADVERTISEMENT. Refused: 30.03.1998 (subsequent Appeal dismissed).

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that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear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

Applications for advertisement consent can only take amenity and safety in consideration when determining such an application.

Amenity

The proposal proposes to replace two paper and paste advertisement hoardings with one internally illuminated digital LED hoarding which can display changing advertisements at a rate of up to 6 advertisements a minute (based on a display of 10 seconds). The size, type and location are considered acceptable and the type of advertisement hoarding is becoming increasingly common in appropriate locations such as at the side of major highways and in city centres; the application site is

considered such an appropriate location. The proposal is considered to have an acceptable impact on visual amenity and would not be detrimental to general amenity, with no residential dwellings nearby which would be impacted upon by the hoarding.

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

Safety

The sign would not adversely affect highway safety provided a luminance condition were imposed to restrict illumination. This is supported by the views of the Highways Engineer who has no objection to the development subject to such a luminance condition. The proposal would therefore not harm public safety.

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

Conclusion

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

Recommendation

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

- 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) Notwithstanding any submitted details the maximum luminance of the advertisements shall not exceed 300cd/m² between dusk and dawn, as defined by official lighting up times, and 600cd/m² outside of these times, in accordance with the Institute of Lighting Engineers (ILE) Technical Note 5 'The Brightness of Illuminated Advertisement'. The rate of change of images should be limited to once every five seconds.

Reason: Reason: In the interests of highway safety and amenity and to ensure compliance with Policies CS2 and CS19 of the Knowsley Local Plan Core Strategy and Saved Policy S10 of the Knowsley Replacement Unitary Development Plan adopted June 1998.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
26/03/2024	01	-	LOCATION PLAN
26/03/2024	03	-	PROPOSED SITE PLAN
26/03/2024	04	-	EXISTING AND PROPOSED ELEVATIONS

Signed Case Officer¹: **Lee Osborne**

**Signed Authorising
Officer²:** **K Foster**

Date: **9 May 2024**

Informatives

- 1 Cadent email and attachments

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

