

<u>APPLICATION NO:</u>	22/00618/ADV	<u>CASE OFFICER:</u>	Andrew Hunt
<u>WARD:</u>	Page Moss	<u>PARISH:</u>	N/A
<u>LOCATION:</u>	Pavement O/S Livv Housing Group Building, Princess Drive, Knowsley L14 9ND		
<u>PROPOSAL:</u>	DISPLAY OF SIGNAGE COMPRISING 2NO INTERNALLY ILLUMINATED LCD DISPLAY SCREENS		

Site Description

The application site is a pavement near to Livv Housing Group's offices on Princess Drive.

Proposal

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

Consultations

Cadent Gas – No objection subject to an informative.

Highways – No Objection provided the unit to be orientated such that interactive 'tablet' located on the side of the unit to be facing away from the carriageway to prevent users accidentally straying into the carriageway. The streethub product statement shall an approved document to ensure that the maximum levels of luminance and rates of screen refresh set out within it are stipulated.

Representations

This application has been publicised by letters sent to 24 neighbours. No representations have been received.

Planning History

A related planning application has yet to be determined at the site (22/00617/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that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear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 signs would not be detrimental to the character of the area which is a busy road which is commercial in character. Overall, there would be no harm to amenity from the proposal.

Public Safety

The signs would not adversely affect highway safety. This is supported by the views of the council's highways department who have no objection to the development. A condition will be attached to restrict luminance levels. A condition will be attached to the related application 2(2/00617/FUL) to ensure that the tablet is away from the highway.

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. Proposed Site Plan – 02 – Rev A - (received 17/11/2022).
- b. Proposed Elevations – 003 – Rev A - (received 17/11/2022).
- c. Anti-Social Behaviour Management Plan V2 - (received 05/10/2022).
- d. Noise Management Plan V2 - (received 05/10/2022).
- e. Street Hub product statement V1.0 - 5A - (received 05/10/2022).
- f. Proposal Renders - (received 05/10/2022).
- g. Planning, Design and Access Statement - (received 05/10/2022).
- h. ICNIRP Certificate - (received 05/10/2022).
- i. Site Location Maps – 001 – Rev A - (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.

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

<u>Signed Case Officer:</u>	Andrew Hunt
<u>Signed Authorising Officer:</u>	Alan Kilroe
<u>Date:</u>	23/11/22

Informatives

1) Cadent Gas – See Letter

Appendix 1 – Site Photographs

