

Regeneration and Economic Development Department

APPLICATION NO: 22/00344/ADV

APPLICANT: Notemachine UK Ltd

WARD AFFECTED: Page Moss

DEVELOPMENT: DISPLAY OF ILLUMINATED ATM SIGNAGE

LOCATION OF SITE: 90 Page Moss Lane, Roby, Knowsley, L14 0LX

KNOWSLEY LOCAL PLAN ALLOCATION –

Primarily Residential Area

RELEVANT POLICIES

NATIONAL PLANNING POLICY FRAMEWORK

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)

H5 - Development within Primarily Residential Areas

S10 - Advertisements

SUPPLEMENTARY PLANNING DOCUMENTS

Shopfronts and Signage Design SPD (2016)

TECHNICAL CONSULTATIONS:

Highway Authority - No objection to the proposed LED signage subject to a condition relating to the maximum luminance of the advertisements.

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 12 neighbours. It has also been advertised by Site Notice. No representations have been received.

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.

ISSUES AND ASSESSMENT:

PROPOSAL

The application site is an existing retail store within a shopping parade on Page Moss Lane. There is a related application for the retention of an ATM at the same site (Ref: 22/00343/FUL).

This application seeks approval for the retention of the associated internally illuminated ATM signage around the ATM.

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PS/DC/OP04/05	003	23/9/02

The signage comprises an internally illuminated 'Cash' sign to the top of the ATM and Green LED halo illumination concealed within the outer edge of the fascia surround.

The logo sign at the top of the ATM depicts 'cash' consisting of white lettering on a green fibreglass background. The 'cash' sign would be above another sign depicting 'cash' in white lettering and bank logos set on a black background as in integral part of the ATM installation. The screen to the ATM fascia has integral illumination.

The overall dimensions of the signage around the ATM are 1.43 m in height and 0.698 m in width. The bottom of the ATM is 0.66 m above ground level.

The illumination of the signs is internal and static LED, with luminance levels of 100cd/m2.

POLICY CONSIDERATIONS

The application complies with national policy, Policies CS2 and CS19 of the Local Plan: Core Strategy and Saved Policies H5 and S10 of the Replacement UDP.

AMENITY AND PUBLIC SAFETY CONSIDERATIONS

The National Planning Policy Framework establishes clear requirements for the assessment of advertisement control applications. Paragraph 136 states that: *'The quality and character of places can suffer when advertisements are poorly sited and designed... Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.'*

Saved Policy S10 requires that advertisements should, in summary, not have an adverse impact on visual amenity, either individually or together with other advertisements; harm amenity through overly-bright, flashing or inappropriate forms of illumination; not be out of scale; colours are appropriate; would not create clutter; preserve/enhance conservation area; not affect listed buildings; respect visual amenity of countryside if in the Green Belt; and not adversely affect highway safety or other forms of public safety.

Amenity

The definition of 'amenity' in Regulation 2(1) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) includes aural and visual amenity. Regulation 3 specifies that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

The ATM is located to the right of the existing entrance door and the advertisement is located around the ATM with the illuminated text. The advertisement is of a similar in design to many ATMs within the borough. The ATM is visible within the street scene and viewed against the signs of the shop plus other advertisements within the vicinity and it is not considered that it has any detrimental impact on the visual amenity of the area.

The nearest properties to face the site are located on the other side of Page Moss Lane and are set over 28m m from the illuminated signage. There are flats above the retail units although it is not considered that they are impacted by the signage. Other residential property is located approx. 18 m further along Page Moss Lane. There have been no objections received as a result of publicity.

The proposed signage, by reason of its size and location, is not considered to impact upon the any nearby properties. Although the sign is internally illuminated, it is not considered that there is unacceptable impact upon the amenity of neighbouring properties by reason of light overspill given the size and location of the signs.

It is not considered that the signage has any significant effect on the amenity of the surrounding residents.

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Public Safety

The advert is located within the frontage of a retail store, which sits within a shopping parade on Page Moss Lane, Roby. The ATM signage is similar to other ATM signage within the Borough and is located within an accessible position the signage is not considered to raise any highway safety issues.

The ATM has acceptable natural surveillance opportunities; there is existing CCTV and street lighting and as such the potential for vandalism and crime would be reduced. The ATM is visible from street and is considered to be in a location that is public enough to avoid people feeling intimidated or vulnerable whilst using it.

The level of illumination is considered to be acceptable. The Council's Highways Engineer raises no objection to the advertisements, providing the levels of illumination are restricted and this can be achieved by a suitably worded condition if consent is granted.

OTHER ISSUES

None.

CONCLUSION

The signage is of an acceptable design and does not raise any amenity or public safety concerns. As such the signage complies with relevant criteria of Policies CS2 and CS19 of the Local Plan and Saved Policies H5 and S10 of the Knowsley UDP together with the Council's Shopfront and Signage Supplementary Planning Document which is a material consideration. The application is therefore 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) 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'.

Reason: In the interests of the safety and amenity of the residents and users of the proposed highway and to comply with Policies CS2 and CS19 of the Knowsley Local Plan: Core Strategy, adopted January 2016 and saved Policies H5 and S10 of the Knowsley Replacement Unitary Development Plan, adopted June 2006.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
09/08/2022	ICL-4003-NM-6626H-1-CO	-	6626 'HALO' SURROUND 'CASH ONLY' BRANDING FRONT PANEL
09/06/2022	T020761_AI	-	AS INSTALLED PLAN AND ELEVATION
09/06/2022	-	-	LOCATION PLAN

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

None.

Maxine Wishart

9 August 2022

Signed by

Mark Quinn

11/08/2022

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