

<u>APPLICATION NO:</u>	22/00614/ADV	<u>CASE OFFICER:</u>	Andrew Hunt
<u>WARD:</u>	Roby	<u>PARISH:</u>	N/A
<u>LOCATION:</u>	Pavement O/S Citizens Advice, Cavendish Walk, Huyton Village Shopping Centre, Knowsley, L36 9YG		
<u>PROPOSAL:</u>	DISPLAY OF SIGNAGE COMPRISING 2NO INTERNALLY ILLUMINATED LCD DISPLAY SCREENS		

Site Description

The application site is a pavement near to Citizens Advice in Cavendish Walk, Huyton. The site is located in the northern part of Huyton Town Centre as part of a largely pedestrianized area.

Proposal

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

Consultations

Town Centre Manager – No Objection

Representations

This application has been publicised by letters sent to 8 neighbours. No representations have been received.

Planning History

A related planning application has yet to be determined at the site (22/00613/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that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear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 identifying matters of concern within the application (as originally submitted) and negotiating with the applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, 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 pedestrianised 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 in a pedestrianized area 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 B - (received 11/11/2022).
 - b. Location Plan – 001 – Rev B - (received 11/11/2022).
 - c. Proposed Site Plan – 02 – Rev B - (received 11/11/2022).

- d. 3D Visuals - (received 11/11/2022).
- 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).

Reason: For the avoidance of doubt.

Signed Case Officer: **Andrew Hunt**

Signed Authorising Officer: **Alan Kilroe**

Date: **9 December 2022**

Informatives

Appendix 1 – Site Photographs

