



PLANNING STATEMENT

APPLICATION FOR EXPRESS CONSENT: TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND) REGULATIONS 2007

Dear Case Officer,

177a Duke Street St Helens WA10 2JH

PLANNING APPLICATIONS WALES REFERENCE: PP-12606689

Please find attached, an application for express consent for:

The erection and display of a wall mounted LED display of 1.92 x 2.8 metres.

The application comprises the following documents and drawings:

- SHDS 1 Site plan
- SHDS 2 Location plan
- SHDS 3 Specification drawing
- This Planning Statement

The site is located at the junction of Duke Street, boundary Road, Dentons Green Lane and Cowley Hill Lane. The proposed advertisement will be angled to traffic heading along Denton's Green Lane towards the town centre and to traffic on Cowley Hill Lane heading southwards towards the junction.

The host building is a two-story commercial premises currently in use as a dog-grooming salon.

The area is in mixed-use and is predominantly commercial. The site is in the inner-urban area of St Helens and is surrounded by offices, shops, and commercial premises.

The location is dominated by traffic, the highway's infrastructure, and a variety of commercial buildings of different periods and styles which are not particularly well-connected and a car-wash site on the opposite corner,

Proposed Display



Grounds for Approval

Amenity

The Regulations, National Planning Policy Framework, and Planning Practice Guidance require that decisions relating to advertisements are made only in the interests of amenity and public safety. (Unlike applications for buildings, advertisements are not covered by the T&CP Act 1990 as amended by the P&CP Act 1991).

In this well-lit and predominantly commercial urban setting, the scale and appearance of the display would not dominate the street scene or the adjoining buildings. The location can absorb the advertisement without detriment. It would sit comfortably on a blank section of the gable wall, which is sufficiently large to accommodate an advertisement of the size proposed. It would not appear as an overly large or incongruous feature. It wouldn't create an unacceptable visual clutter in combination with the existing street furniture nearby. It will not damage the character and quality of its' surroundings.

Given the distance between the sign to the nearest dwellings and that the display would be angled away from nearby residential properties we do not consider that the proposal would result in any material harm to the living conditions of the occupiers of nearby dwellings. Nevertheless, and for the avoidance of doubt the illumination will be turned off at 11pm each night until 7am the following morning



and the display will contain a feature that will turn off the screen if the display experiences a malfunction.

Heritage

The site is not in or near any conservation areas and has no buildings or known heritage assets,

Safety

The display will be at a sufficient height that it will not obstruct or hinder the interpretation of highway signs or signals.

The intensity of the illumination of the sign shall be no greater than 300 candelas per square metre between dusk and dawn, in accordance with the guidance set out by the Institute of Lighting Practitioners (ILP). Duke Street is a well-lit town-centre roadway, meaning that the ambient effect of the proposal is sufficiently contained

During the daytime, the luminance level of the display will be controlled by ambient environmental control, which will automatically adjust the brightness level of the screen to track the light level changes in the environment throughout the day to ensure that the perceived brightness of the display is maintained at a set level in the interests of amenity and public safety. The ambient controls balance the lighting to ensure that the display looks no different to a conventional display during daylight hours and a conventional illuminated display at night.

The advertisement will display only static images that do not require close study (such as lengthy email addresses or telephone numbers) and the sequential change between images will happen no more than once every 10 seconds.

No advertisement will contain moving images, animation, intermittent or full motion video images, or any images that resemble road signs or traffic signals. There will be a smooth, uninterrupted transition from one image to another. Transitions shall be instantaneous, and no individual advertisement will be displayed for a duration of less than 10 seconds.

in the context of a well-lit busy urban dual carriageway in a predominantly commercial context, the presence of the sign would not come as a surprise to drivers. the proposed advertisement would not be a distraction that would cause harm to public safety.



Summary and Conclusion

The proposal is consistent with the themes and objectives of the national planning policy framework.

Should you require any additional information or if you think that there is anything else that we can add to the application to improve it, then please do not hesitate to get in touch, as we are very receptive to constructive discussions.

Yours faithfully,



Tim Spottiswood

15th November 2023