

Planning Committee	December 15 th 2022
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Reference:	Area Team:	Case Officer:	Ward:
ADV/22/00807	DM	Miss C Robinson	Bidston and St James

Location:	Land at, Stanley Road, Birkenhead, CH41 7AZ
Proposal:	APPLICATION FOR ADVERTISEMENT CONSENT FOR REPLACEMENT OF 2NO TRADITIONAL 48-SHEET ADVERTISING DISPLAYS WITH 2NO 48 SHEET SIZED DIGITAL LED ADVERTISING UNITS
Applicant:	Hiles
Agent :	Owen Forward Planning

Site Plan:

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Development Plan designation:	Primarily Residential Area
Planning History:	No relevant planning history

Summary Of Representations and Consultations Received:

1. Ward Member Comments	Cllr Grey has sought to remove the application from delegation based on road safety concerns.
2. Summary of Representations	<p><u>REPRESENTATIONS</u></p> <p>The residents of 12 neighbouring residents were notified by way of advertisement of this application. At the time of writing this report, no representation had been received in response in this publicity.</p>
	<p><u>CONSULTATIONS</u></p>
	<p><u>Traffic & Transportation</u></p> <p>No objection, subject to conditions.</p> <p>The adverts are free standing and located within a private boundary off the adopted highway.</p> <p>The replacement of the existing paper advertisement panels with similar sized digital displays does not raise any highway safety concerns. The sightlines and visibility afforded to vehicles travelling along Stanley Road, Wallasey Bypass, Station Road and Gautby Road remains satisfactory and pedestrians passing by also are not obstructed by the screens positioning.</p>
	<p><u>Highway Asset</u></p> <p>No comment.</p>
3.1 Site and Surroundings	The development site sits on the junction of Stanley Road with Station Road in Birkenhead, adjacent to Birkenhead North Station. There are residential properties on the opposite side of Stanley Road and to the rear of existing hoardings on Tyrer Street
3.2 Proposed Development	This application seeks advertisement consent to upgrade 2 existing advertisement billboards to digital LED Advertisement.
3.3 Development Plan	<p>The development plan for the area comprises saved policies of the Wirral Unitary Development Plan (2000) and policies of the Merseyside and Halton Joint Waste Local Plan (2013). The following policies are of relevance to the application under consideration.</p> <p>Wirral Unitary Development Plan policy HS15 – Non Residential Uses in Primarily Residential Areas</p> <p>Development within Primarily Residential Areas should be: an appropriate scale, not detrimentally change the character of the area and not cause nuisance to neighbouring uses</p>
3.4 Other Material Planning Considerations	NPPF Paragraph 136 Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts
	Emerging Wirral Local Plan and its status

	<p>Wirral Borough Council has submitted the Wirral Local Plan 2021-2037 for examination.</p> <p>On 21 March 2022 full council approved publication of the Draft Local Plan Under Regulation 19 of the Town and Country Planning Act (Local Planning) (England) Regulations 2012 before submission to the Secretary of State. The plan was published in May 2022 and representations were available to be submitted until 25th July 2022. The Local Plan was submitted to the Secretary of State on the 26th October 2022. The local plan and supporting evidence base can be viewed online at www.wirral.gov.uk/lpexam</p> <p>As the Wirral Local Plan has been submitted for examination it (and the supporting evidence base) is a material consideration and can be afforded weight in the decision making process. In attaching weight to individual policies, paragraph 48 of the NPPF is relevant as it states:</p> <p>“Local planning authorities may give weight to relevant policies in emerging plans according to:</p> <ol style="list-style-type: none"> 1. the stage of preparation of the emerging plan (the more advanced its preparation, the greater the weight that may be given); 2. the extent to which there are unresolved objections to relevant policies (the less significant the unresolved objections, the greater the weight that may be given); and 3. the degree of consistency of the relevant policies in the emerging plan to this Framework (the closer the policies in the emerging plan to the policies in the Framework, the greater the weight that may be given).” <ul style="list-style-type: none"> • The following Wirral Emerging Local Plan policy is relevant. WD 10 Non Residential Uses in Primarily Residential Areas
	<p>Development proposals should be an appropriate scale, compliment the character of the area and not harm amenity of neighbouring properties through loss of privacy, noise and disturbance and traffic issues.</p>
<p>3.5 Assessment</p>	<p>The main issues pertinent in the assessment of the proposal are:</p> <ul style="list-style-type: none"> • Principle of development; • Impact on amenity; and • Public safety
<p>3.6 Principle of Development</p>	<p>The display of outdoor advertisements is controlled in the interests of 'public safety' and 'amenity.' The control system is concerned with the visual effect that advertisement signs would have on their surroundings and highway safety</p>
<p>3.7 Impact on amenity</p>	<p>Having regard to visual amenity, the proposed scheme seeks to replace two existing signs with 48 sheet digital LED screen displays. At the time of the case officers site visit (7.11.2022) the signage board located near Tyrer Street had already been removed. The signage adjacent to Station Road however remains in situ.</p>

	<p>The proposed signs are intended to respect the existing character and appearance of the area, being installed in the same locations as the existing hoardings. The size of the proposed signs will be identical to the existing paper poster hoarding boards. The existing signs are externally illuminated, thus setting a precedent for illuminated signage in the area. It is acknowledged that the LED displays will present a different type of illumination, being inherently lit from within, however it is considered that these signs will not adversely affect the character of the area</p>
	<p>No technical information has been submitted regarding the levels of illumination of the signs by the agent/applicant. The existing signs were both externally illuminated with lighting along their length from above, with the light source shielded so that it illuminates only the sign itself. The vicinity is well illuminated by street lighting, due to the proximity of a pedestrian crossing (located in between the two signage locations) and Birkenhead North railway station (located some 80m East of the sign at the junction with Station Road). An Asda supermarket is also located some 100m South of the signage nearest Tyrer Street. The hoardings are splayed so they do not directly face the residential properties opposite on Stanley Road.</p>
	<p>The Institution of Lighting Engineers Technical Report No.5 - 3rd Edition (2001) sets out the measures for assessing acceptable lighting levels and to calculate appropriate luminance limits for signs. For low district brightness areas (e.g., rural or small village locations), classified as E2 zones, this guidance sets out that illuminated areas over 10m² should have luminance levels (cd/m²) no more than 300 cd/m². The supporting details with the application confirm that illumination of the proposed signs will not exceed 300 cd/m² at night and light sensors will control illumination during the day to reflect the conditions. These figures align with prescribed luminance levels set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The illumination levels are therefore proportionate to their surroundings. Due to the notable levels of footfall activity in the area the retention of illuminated signage at these locations is considered of wider benefit for its contribution to enhanced pedestrian safety. Although it is not possible to directly compare illumination levels (cd/m²) of the existing and proposed units, the advertisements and their illumination are considered appropriate at this location.</p>
	<p>There is no other similar signage in the surrounding area meaning that there will be no excessive cluttering from a proliferation of advertisements. The orientation of the signs is such that, although relatively close together, they cannot be seen simultaneously from any viewpoint. The 48-sheet format is a well-established standard size for roadside advertising. In summary, the proposals are considered to adhere to the overarching aims of policy HS15 and emerging policy WD 10.</p>

<p>3.8 Highways</p>	<p>The Highways Authority have been consulted and have no objection to the proposed signage, subject to planning conditions to reinforce the critical aspects. The sight lines and visibility afforded to vehicles travelling along Stanley Road, Wallasey Bypass, Station Road and Gautby Road remain satisfactory and pedestrians passing by also are not obstructed by the screens positioning. No other public safety issues are identified. As set out in the amenity considerations above, the illumination levels proposed are technically appropriate for the conditions of the area and also reflects luminance levels set out in the advertisement regulations. Therefore, it is considered that the proposed signage would not be harmful to public safety or users of the highway.</p>
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**Recommended
Decision:**

Conditional Approval

Recommended Conditions and Reasons:

1 This consent shall expire after a period of 5 years from the date of this permission.

Reason: To comply with Regulation 2 (1) of Schedule 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

2 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: To comply with Regulation 2 (1) of Schedule 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

3 No advertisement shall be sited or displayed so as to:

- a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason: To comply with Regulation 2 (1) of Schedule 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

4 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site

Reason: To comply with Regulation 2 (1) of Schedule 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

5 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public

Reason: To comply with Regulation 2 (1) of Schedule 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

6 Where an advertisement is required to be removed under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 the site shall be left in a condition that does not endanger the public or impair visual amenity and in all respect to the reasonable satisfaction of the Local Planning Authority.

Reason: To comply with Regulation 2 (1) of Schedule 1 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

7 The levels of the illuminance shall not exceed 600cd/m² during daylight hours or exceed 300cd/m² during twilight and night hours; as defined by official lighting up times.

Reason: To avoid glare, dazzle or distraction to passing motorists in the interests of road safety.

8 The illumination of the advertisement(s) shall not at any time be intermittent.

Reason: To avoid distraction to passing motorists in the interests of road safety.

9 The screen displays shall only show two dimensional static images, shall contain no moving images, animation, video or full motion images and no messaging should spread across more than one screen image.

Reason: To avoid distraction to passing motorists in the interests of road safety.

10. The advertisement display shall not change more frequently than every 10 seconds and the rate of change should be instantaneous.

Reason: To avoid distraction to passing motorists in the interests of road safety.

Last Comments By:	21-June-2022
Expiry Date:	05-July-2022

