

21 September 2015

LIVERPOOL CITY COUNCIL  
**PLANNING AND BUILDING CONTROL**

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**OUR REF:** 3103/BXP  
**PLANNING PORTAL REF:** PP-04506647

Dear Sir/Madam

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

**LAND AT 376 SCOTLAND ROAD, LIVERPOOL L5 5AQ**

Please find enclosed an application for express consent under the aforementioned Regulations. The application seeks the following:

*"Replacement of existing 96-sheet advertising hoarding with 96-sheet digital LED display"*

The application comprises the following documents and drawings:

- Planning Application Form
- Site Location Plan – T3903 A4 050
- Block Plan – T3903 A4 051
- Elevations Plan – T3903 A4 060

The requisite fee of £385 (cheque) will be sent under separate cover quoting the above Planning Portal reference number: PP-04506647.

The application site is located adjacent to the A59 Scotland Road, a principal highway route to and from the city centre.

The existing hoarding benefits from 'deemed consent' under the Regulations, having been granted express consent originally in 1999 under [Local Planning Authority] reference 98A/2804.

The existing advertising hoarding measures 12 metres (width) and 3 metres (height). It is a traditional (internally illuminated) backlit display over the front of which a vinyl image is manually stretched and affixed.

This application seeks its replacement with a digital equivalent of equal proportions and orientation. Notwithstanding the modernisation of its display the principal use of the site is retained: for the sequential display of advertisements.

The unit would comprise pressed metal framing for the purposed of housing the LED units. The hoarding will present a range of static images only. The images will not contain any movement, animation or flashing lights. A new image will materialise every 10 seconds with the interchange between each virtually instantaneous.

The advertisement is operated remotely so as to control and upload new content with each new campaign.

The proposed hoarding will operate at an illumination level of 600cd/sqm during the day and 300cd/sqm at night, consistent with the guidance set out by the Institute of Lighting Professionals (ILP) publication 'The Brightness of Illuminated Advertisements' (PLG05).

This application seeks express consent for a period of 10 years.

An addendum setting out suggested conditions is attached to this statement. They reflect the proposals and their impacts relative to amenity and public safety.

The NPPF restates the regulatory requirement for express consent applications to be determined solely in the interests of public safety and amenity. Local policies are material considerations only and are not therefore decisive.

The original grant of consent is a significant factor as it was determined on such a basis. The site is not located within a conservation area nor is it proximate or affixed to a listed building.

This part of Scotland Road is clearly in a state of transition, and subject to regeneration. Many of the buildings in the locality look tired and unattractive with much of the adjoining land the subject of extensive regeneration proposals.

Notwithstanding the regeneration initiative this part of the A59 exudes a feeling of neglect, bordering on dereliction. In these circumstances the proposed display would act as a distraction, partly masking the underlying physical decay on this part of Scotland Road.

Given the current circumstances on the ground, the advertisement would have no significant harmful impact on local visual amenity or on the character of the area as a whole. In the short term the advertisement would prove visually beneficial as local redevelopment takes place.

It is therefore considered that the proposed hoarding would sit comfortably in its visual context, without harming amenity, the qualities of the site (if any) or the character and appearance of Scotland Road.

With regards to public safety, the Local Planning Authority was satisfied with the principle of advertising upon granting consent in 1999. There has been little shift in material circumstances since then.

Scotland Road, as an arterial route, carries a high volume of traffic. It is however long and straight with speed restricted to 30mph. The advertisement proposed, despite its size,

would be visible predominantly to northbound traffic. It would gradually come into the view of drivers and other approaching highway users. Whilst it would be illuminated, it would display sequential static images rather than moving images or animation. Its illumination would be controlled by an ambient sensor and would comply with extant best practice guidance. It will not therefore unduly distract highway users and give rise to safety issues.

A similar assessment and conclusion was rendered in application 15A/0379 for an advertising hoarding some 300 metres to the south. The comparisons are evident and it follows that a similar outcome should be forthcoming.

In summary, the principle of advertising at this location is well established. Given the long period the site has been in advertising use and that it is an accepted part of the street scene, it is not considered that its continued use or the modernisation of its presentation style will undermine the character and setting of the area or pose a danger to public safety.

Bearing the foregoing assessment Insite Poster Properties respectfully request that express consent be granted as applied for.

Should the Local Planning Authority require additional information or clarification please contact me using the contact details enclosed with the submission.

Yours sincerely,

**BEN PORTE**  
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