

Thursday, 15 October 2015

Liverpool City Council

Dear Sir/Madam

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Site: Corner of Moss Street/Erskine Street, Liverpool, L6

Proposal: Replacement of 48-sheet LED hoarding with 96-sheet LED hoarding

Please find attached a formal application for express advertisement consent relating to the above.

The application comprises of the following material:

- Completed Application Form
- 01 - Location Plan at 1:1250;
- 02 – Ground Plan at 1:500;
- 03 – Existing Elevation at 1:200
- 04 – Proposed Elevation at 1:200
- 05 – Detailed Elevation at 1:50

In 2008 consent was granted for a 96-sheet backlit advertising hoarding at the site pursuant to application 08A/2015. This hoarding was replaced in 2014 by a 48-sheet digital LED hoarding in the same location pursuant to application 14A/1238, which represented a reduced in size of a half and an upgrade to digital display technology. It is now proposed to restore the hoarding to its original 96-sheet size as a digital LED hoarding.

Essentially the application seeks consent to restore the hoarding to its original size but using a digital screen similar to the existing granted under 14A/1238. It is proposed that the new display operate under the same conditions as approved under 14A/1238; specifically, the following (extract from approved scheme):

'The brightness of the display would be controlled by ambient environmental control, which would automatically adjust the luminance level 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. The maximum level of illumination during hours of darkness would remain at 300c/m2 as is specified in the existing consent. As such, there would be no increase in the perceived brightness of the display.'

In addition, the display would be fitted with a standard safety feature that would turn the screen off (i.e. shows a black screen) in the unlikely event that the display experiences a malfunction or error. This is to ensure that the screen remains safe at all times for road users.'

The screen would display sequential poster images or short video sequences. There would be no audio element. Each advertisement would be displayed for a minimum of 10 seconds and the transition to the next advertisement would be via a 1 second smooth fade.'

It is considered that the site and surroundings remain appropriate for a 96-sheet size display in terms of scale and character and that restoring a 96-sheet display would cause no harm to amenity.

The effect on highway safety of the 96-sheet display is considered to be comparable to that of the existing 48-sheet display and equally acceptable.

I trust that the application is in order. However, please do not hesitate to contact me directly should any issues arise through the course of the formal assessment.

Yours faithfully

Matt Swindles MRTPI

Planning Manager

07796997554 - matt.swindles@primesight.co.uk