

Regeneration and Economic Development Department

APPLICATION NO: 21/00459/ADV

APPLICANT: One Stop Stores Limited

WARD AFFECTED: Roby

DEVELOPMENT: DISPLAY OF SIGNAGE COMPRISING OF 1NO EXTERNALLY ILLUMINATED FASCIA SIGN, 1NO INTERNALLY ILLUMINATED PROJECTING SIGN, 5NO NON ILLUMINATED WINDOW VINYLs AND 1NO NON ILLUMINATED FASCIA POSTER CASE SIGN

LOCATION OF SITE: 2 - 4 Rimmer Avenue (One Stop), Roby, Knowsley, L16 2NG,

KNOWSLEY LOCAL PLAN ALLOCATION –

Primary Residential Development - Primary Residential Development

RELEVANT POLICIES

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS19 - Design Quality and Accessibility in New Development

SAVED POLICIES - KNOWSLEY REPLACEMENT UNITARY DEVELOPMENT PLAN (ADOPTED JUNE 2006)

S10 - Advertisements

Shop Front and Signage Design - Supplementary planning document (2016)

TECHNICAL CONSULTATIONS:

Highway Authority - No objections in principle

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 16 neighbours. No representations have been received.

ARTICLE 35

The Local Planning Authority has acted positively and proactively in determining this application by assessing the proposal against all material considerations, including planning policies and any representations that may have been received and subsequently determining to grant planning permission in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

PLANNING HISTORY

APP. NO: 74/08161/HIST

PROPOSAL: ILLUMINATED PROJECTING SIGNCONDITIONS

DECISION: PER

DECISION DATE: 8 March 1984

APP. NO: 74/11215/HIST

PROPOSAL: CHANGE OF USE FROM RETAIL SHOP TO HOT FOOD TAKE AWAY

DECISION: REF

DECISION DATE: 19 December 1988

Document Reference	Document Issue Number	Document Issue Date
PS/DC/OP04/05	003	23/9/02

ISSUES AND ASSESSMENT:

PROPOSAL

This application for consent to display advertisements relates to shop premises in Rimmer Avenue, shopping parade, Roby.

It is proposed to display an externally illuminated fascia sign and an internally illuminated projecting sign 5 no non illuminated window vinyl displays and 1 no non illuminated poster case sign.

The fascia sign would be illuminated by a trough light 8.2m in length over the centre of the fascia sign, the projecting sign would project a maximum of 1m from the shop front and the sign itself would have a maximum projection of 940mm.

The window vinyl's would have a maximum size of 2.5m x 1.8m and the post fame would measure 575 x 830mm.

The projecting and fascia sign would be finished in aluminium in "One Stop" corporate colours of red, white and blue.

POLICY CONSIDERATIONS

The proposed advertisements would be in compliance with the Local Plan policies, saved UDP policies listed above and the guidance in the Shop Front and Signage SPD.

DESIGN & APPEARANCE

The advertisements proposed would be in scale with the shop front, the projecting sign would be at fascia level. The window vinyl's and poster frame are considered appropriate for a One Stop convenience store and would be similar to many other similar establishments in the borough. The proposed adverts are not dissimilar to those currently displayed by Bargain Booze at this site.

Overall the appearance of the advertisements would be acceptable and would be in compliance with policies CS19, S10 and guidance in the SPD.

RESIDENTIAL AMENITY

The main impact with adverts on the amenity of nearby residents would be the illumination and any disturbance or nuisance this would cause.

Directly opposite the site is a public house and car park. The 1st and 2nd floors of the application premises are in residential use however the illumination from the adverts would not be directed towards the residential premises therefore any nuisance or disturbance due to excessive light levels would be unlikely.

It is however considered appropriate to restrict the level of luminance in between dusk and dawn to minimise any disturbance to local residents or road users.

HIGHWAY SAFETY

The highways team have no objections to the proposal subject to a planning condition restricting the maximum luminance both during the daytime and between dusk and dawn in accordance with guidance from the Institute of Lighting Professionals.

Subject to this condition the proposal would comply with Local Plan policy CS19 and saved UDP policy S10.

CONCLUSION AND REASON FOR DECISION

Document Reference	Document Issue Number	Document Issue Date
PS/DC/OP04/05	003	23/9/02

The proposed adverts are acceptable in terms of design, appearance, scale and illumination. Subject to the necessary conditions the proposal would be in compliance with the relevant Local Plan policies listed above and guidance in the Shop Front and Signage SPD.

RECOMMENDATION:

That Advertisement Consent be granted subject to the following conditions.

- 1) The development hereby permitted shall be carried out in accordance with the approved plans and documents listed in Schedule 1.

Reason: For the avoidance of doubt.

- 2) Notwithstanding the details submitted with the application the maximum luminance of the advertisement shall not exceed 300cd/m2 between dusk and dawn, as defined by official lighting up times, and 600cd/m2 outside of these times, in accordance with the Institute of Lighting Professionals (ILP) Technical Note 5 'The Brightness of Illuminated Advertisement'.

Reason: In the interests of highway safety and amenity and to ensure compliance with Saved Policy S10 of the Knowsley Replacement Unitary Development Plan, adopted June 2006.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
28/05/2021	-	-	LOCATION PLAN
28/05/2021	-	-	PROJECTION SIGN SPECIFICATION
28/05/2021	-	-	FASCIA SIGN SPECIFICATION
28/05/2021	-	-	PROPOSED SIGNAGE

Informatives

1. The Council as Highway Authority should be indemnified against any claims arising as a result of the advertisement(s) hereby permitted projecting over the public highway.
2. Projecting signs which overhang the public highway require a licence (under Section 177 of the Highways Act). The applicant/developer should contact the Highways Division of the Council with respect to this matter on 0151 443 2333.

Mark Quinn

27 July 2021

Alan Kilroe
27 July 2021

Document Reference PS/DC/OP04/05	Document Issue Number 003	Document Issue Date 23/9/02
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