

<u>APPLICATION NO:</u>	23/01242/ADV	<u>CASE OFFICER:</u>	Reece Black
<u>WARD:</u>	Shevington	<u>PARISH:</u>	
<u>LOCATION:</u>	Grandstand Racing , 7 The Moorfields Centre, Tower Hill		
<u>PROPOSAL:</u>	DISPLAY OF SIGNAGE COMPRISING 2NO INTERNALLY ILLUMINATED FASCIA SIGNS		

Site Description

The application site is located at Unit 7 of the Moorfields Centre parade of shopping facilities sited in Tower Hill and is located in an area allocated as a Primarily Residential Area in the Development Plan. The unit is currently advertised as Grandstand Racing and the existing shopfront signage is advertised under the brick canopy. Above this canopy (and the other units) is unoccupied, blank, white fascia boards.

Unit 7 of the Moorfields Centre fronts an enclosed car park for the shopping parade. It faces the highway of Shevington Lane with a distance of approximately 23.3m, adjacent this highway and to the North of the application site, is the rear private gardens of nearby residential dwellings of Whitebeam Close. To the South-West of the site is a Primary School.

At present no other businesses have put up signage on the fascia board above the canopy.

Proposal

The application seeks permission for advertisement consent for the installation and display of shopfront signage comprising of 2 internally illuminated fascia signs. One would serve the fascia board underneath the brick canopy, which is set in, and would replace the existing fascia signage of Grandstand Racing. The other would be displayed on the existing white fascia boards, sited above the canopy, which is currently unoccupied and vacant.

Both signs would feature a dark blue background, with white signage that would state 'Star Sports' with a yellow star. They would be illuminated internally; the illuminance would be static and would have an illuminance level of 300 cd/m².

The proposed fascia sign beneath the brick canopy would have a width of 6.13m, a height of 0.785m and a depth of 0.05m. The proposed signage would be set in from the edge of the brick pillar façade by 0.12m.

The proposed fascia sign above the brick canopy that would occupy the existing vacant, blank, white fascia board and would have a width of 6.13m, a height of 0.8m and a depth of 0.05m. The proposed signage would be set in from the edge of the brick pillars that support the canopy, by 0.08m.

Consultations

Highway Authority – No objections, condition applied.
Asset and Estates Management – No comments received.

Representations

This application has been publicised by letters sent to 15 neighbours.

There have been 1 letter of objection, 0 letters of support and 0 letters of comment. The representations are summarised as follows: -

16 Whitebeam Close submitted an objection on the grounds of visual amenity.

- Concerns raised over how long the signage would be illuminated for in the day and evening.
- Illuminance levels and whether this would cause light pollution and saturate the rear garden of the property in which the application site faces and raised concerns over whether this would cause the garden to be vulnerable to criminal activity.
- Stated that, as existing, no other signage of the shopping parade is illuminated.
- Back fence runs along the main road and faces the shops.

Planning History

APP. NO: 74/12898/HIST
PROPOSAL: CHANGE OF USE PREMISES TO BETTING OFFICE CONDITIONS
DECISION: GRANTED
DECISION DATE: 3 December 1990

Relevant Policy

Paragraph 11 of the National Planning Policy Framework (NPPF) states that planning decisions should apply a presumption in favour of sustainable development. This means approving development proposals that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole.

Paragraph 12 of the NPPF clarifies that the presumption in favour of sustainable development does not change the statutory status of the development plan as the starting point for decision making. Where a planning application conflicts with an up-to-date development plan, permission should not normally be granted. Local planning authorities may take decisions that depart from an up-to-date development plan, but only if material considerations in a particular case indicate that the plan should not be followed.

The development plan in Knowsley comprises the Saved Policies of the Replacement Unitary Development Plan, the Core Strategy Local Plan and the Joint Waste Local Plan. The following policies are relevant to the determination of this application.

KNOWSLEY LOCAL PLAN: CORE STRATEGY SAVED POLICIES - KNOWSLEY REPLACEMENT UNITARY DEVELOPMENT PLAN (ADOPTED JUNE 2006)

CS2 - Development Principles
CS19 - Design Quality and Accessibility in New Development
DQ2 – Security in the Built Environment
S9 - Shop Fronts and Security Shutters
S10 - Advertisements

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In addition, the Shopfront and Signage Design Supplementary Planning Document (June 2023) is a material consideration for the purposes of this planning application and provides additional guidance in relation to shopfront and signage design within Knowsley Borough.

Advertisements consents are determined under the Town and Country Planning (Control of Advertisements (England) Regulations 2007). In determining an application for advertisement Consent a Local Planning Authority will have regard only to considerations of amenity and public safety.

The application for advertisement consent complies with the Local Plan Core Strategy (2016) policies CS2 and CS19 and Saved Policies DQ2, S9 and S10 of the Knowsley Replacement UDP (2006). The Shopfront and Signage Design SPD is also a material consideration in the planning decision.

Article 35 Statement

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.

Assessment

Amenity

The proposed 2 no. internally illuminated fascia signs would be of a scale and proportion that is in keeping with the building. The signage would not be considered to result in cluttering on the building due to their positioning it would also be considered sensitive and appropriate to the character of the shopping parade in terms of colour selection, scale, and illuminance levels.

The Shopfront and Signage Design SPD states that fascia signs should be no more than 20% of the overall height of the shopfront. The proposed fascia sign beneath the brick canopy would not conform to this requirement outlined in the SPD, however, it is considered, given that this would replace the existing sign, is set further back and under the brick canopy, does not hold a prominent view from the highway and is only marginally in excess of the 20% parameter, it is acceptable to relax the guidance for this sign. In addition, this would be in keeping with the rest of the fascia boards of the shopping parade and is not unique to this unit. The proposed fascia sign above the brick canopy would be in accord with the parameter outlined in the SPD. The proposed signs are considered appropriate in their scale, design and positioning and would not appear to be overbearing or dominant to the rest of the shopping parade. The 2 no. fascia signs internally illuminated to 300 cd/m² and would not be deemed to be harmful to amenity.

At present and as observed on the site visit when completed, no other businesses have erected and placed signage on the blank fascia boards above the canopy. After consulting with Estates and Asset Management, who confirmed the building is within ownership of Knowsley Council, affirmed that it is the intention to allow signage on all the white fascia boards to improve the visibility of the tenant's trade from the street level / highway. Therefore, despite the lack of other fascia boards above the canopy that advertise the businesses, it would be acceptable to allow the proposed above canopy signage and would only seem out of character for the short-term.

16 Whitebeam Close

No.16 Whitebeam Close is sited adjacent the highway of Shevington's Lane and the rear boundary fence fronts the highway. The representation raised concerns about light pollution, operating hours for the signage and potential enhanced vulnerability to criminal offences such as burglary as a result of the light pollution.

The agent confirmed via email that the applicant would like 16:00 – 22:00, 7 days a week. As outlined in the Application Form the illuminance level is 300 cd/m².

A condition was provided by the Highway Authority, which outlined that between the hours of dusk and dawn the maximum illuminance should not exceed 300 cd/m².

Therefore, it is reasonable to assume that this would not lead to extreme levels of light pollution that could increase the likelihood of criminal activity such as burglary.

Public Safety

The design and location proposed for the display of the new signage would not be deemed to have an adverse impact on highway safety. This is supported by the Council's Highway Authority who have no objection to the proposal but recommended a standard planning condition.

A planning condition has been applied to ensure the maximum illuminance of the advertisement does not exceed 300 cd/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'.

Conclusion

The proposal is acceptable in regard to design, amenity and public safety. The application proposal is compliant with the relevant local planning policies CS2 and CS19 of the Local Plan Core Strategy and Saved Policies DQ2, S9 and S10 of the Knowsley Replacement UDP, as well as the guidance within the Shopfront and Signage Design SPD. Therefore, the application is recommended for approval.

Recommendation

- 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) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason: In order to comply with the requirements of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 3) The maximum luminance of the advertisements 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 Engineers (ILE) Technical Note 5 'The Brightness of Illuminated Advertisement'.

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Reason: In the interest of highway safety and amenity and to ensure compliance with Saved Policy DQ2 of the Knowsley Unitary Development Plan.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
09/06/2023	EAD_209_P_01	-	EXISTING & PROPOSED DETAILS

Signed Case Officer¹:

Reece Black

**Signed Authorising
Officer²:**

K Foster

Date:

15 August 2023

Informatives

Not applicable.

¹ I confirm that I do not have a personal relationship with the applicant, agent or other interested parties; I also confirm that I do not have a financial interest in the site or the development proposed

² I confirm that I do not have a personal relationship with the applicant, agent or other interested parties; I also confirm that I do not have a financial interest in the site or the development proposed

Appendix 1: Site Photographs



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