

APPLICATION NO: 25/00632/ADV

CASE OFFICER: Kate Pickles

WARD: St. Gabriels

PARISH: N/A

LOCATION: Asda Wallmart, Huyton, Knowsley, L36 7TX

PROPOSAL: DISPLAY OF ADVERTISEMENT SIGNAGE COMPRISING OF - 4 NO. VINYL FASCIA NON-ILLUMINATED SIGNS TO FRONT ELEVATION AND 1 NO. VINYL FASCIA NON-ILLUMINATED SIGN TO SIDE ELEVATION

Site description

The application site is Asda superstore, which is located within Huyton Town and District centre on the Local Plan Policies Map. The application site has existing signage for the former Decathlon shop within the Asda store. The application site is edged by conservation areas to the north east, north west and south of the site.

Proposal

This proposal is for the display of advertisement signage comprising of 4 no. vinyl fascia non-illuminated signs to the front elevation and 1 no. vinyl fascia non-illuminated sign to the side elevation.

The 1 no. vinyl fascia non-illuminated sign to the side elevation would replace the existing Decathlon sign of the same size. One of the four Vinyl fascia non-illuminated signs on the front, north-east, elevation, labelled as Item B in drawing 29259fPLAN, would be replacing the existing Decathlon sign. The other three vinyl fascia non-illuminated signs on the front, north-east elevation would be an addition to the current shopfront.

The advertisements are in relation to the Costa café located within the store. Upon conducting a site visit, it was noted that the proposal advertisements are already being displayed.

Consultations

N/A

Representations

Knowsley Council
Regeneration and Economic Development Directorate.
Delegated Planning Report

The proposal was advertised by way of site notice and via letter to 47 neighbours, no representations have been received.

Planning history

18/00120/ADV - Display of illuminated and non-illuminated signage to external kiosk, granted, 09/03/2018.

22/00616/ADV - Display of signage comprising 2no internally illuminated LCD display screens, granted, 28/10/2022.

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that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear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

CS2 – Development principles

CS19 – Design quality and Accessibility in new development

SAVED POLICIES – KNOWSLEY REPLACEMENT UNITARY DEVELOPMENT PLAN

S10- Advertisements

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 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 advertisements would be unobtrusive and are considered to be appropriate for area. There is no adverse visual impact from the proposed advertisements. The two signs replacing the existing decathlon signs are of a similar scale and therefore maintain the established visual character of the site's frontage and will result in no material impact on visual amenity.

The 3 new signs on the front elevation have minimum impact on visual amenity due to their location on the ground floor and their suitability to the existing function of the supermarket. Also, due to the absence of immediate residential neighbours, the magnitude of visual change is negligible for local residents.

The application sites relationship with St Michael's Church Conservation Area is minimal. The application site is edged by conservation areas to the north east, north west and south of the site. The signage is unilluminated and in keeping with the commercial context of the area and therefore has no physical or visual intrusion into the heritage setting.

Public safety

The signage would not adversely affect public safety as they are non-illuminated and are similar to existing signage in terms of scale and massing. Therefore, the proposal would not harm public safety and would be compliant with Saved Policy S10 of the Unitary Development Plan.

Conclusion

The proposal is acceptable in relation to amenity and public safety, the application complies with local planning policies and is recommended for approval.

Recommendation

Planning permission should be granted subject to the following condition(s)

- 1) The proposal hereby submitted shall be carried out in accordance with the approved plans and documents listed in schedule 1.

Reason: for the avoidance of doubt.

Knowsley Council
Regeneration and Economic Development Directorate.
Delegated Planning Report

Schedule1

Date received	Drawing. No	Revision	Drawing/Document Title
01/12/2025	29259gPLAN	4	Site Plan
01/12/2025	29259hPLAN	4	Location Plan
01/12/2025	29259fPLAN	4	Existing and Proposed elevations
01/12/2025	29259aPLAN	4	Item B
01/12/2025	29259bPLAN	4	Item B1
01/12/2025	29259CPLAN	4	Item D
01/12/2025	29259dPLAN	4	Item G
01/12/2025	29259ePLAN	4	Item H
01/12/2025			Heritage statement

Signed Case Officer: Kate Pickles

Signed Authorising Officer:

Date:

Informative

N/A

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

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