

<u>APPLICATION NO:</u>	23/01647/ADV	<u>CASE OFFICER:</u>	John Fleming
<u>WARD:</u>	Roby	<u>PARISH:</u>	
<u>LOCATION:</u>	Royal Mail Delivery Office, Westmorland Road, Huyton, Knowsley, L36 9UL		
<u>PROPOSAL:</u>	2NO FIRST FLOOR LEVEL SIGNS PROVIDING SIGNAGE FOR HUYTON VILLAGE/DERBY ROAD		

Site Description

The application site relates to an existing town centre unit and is located at one of the principal entrances into Huyton Village.

The property is largely brick facing with concrete accents and white timber fascia together with glazed UPVC windows in white to the principal elevation. The west elevation is predominantly brick facing with white UPVC windows and two entrances to the sorting office. Fronting both of these elevations are tree lined public highways of which benefit from Tree Protection Orders.

Proposal

The proposals comprise of 1no projecting mild steel signage providing directional signage. It would illustrate 'Derby Road' on the southern elevation of the property and 'Huyton' on its north eastern elevation.

In addition, painted signage is also proposed as part of the wider regeneration plans located on the application property's west facing elevation. The painted signage would be painted white against the brick face of the existing building and include the text 'the VILLAGE' and would attain a maximum height of .98m spanning a width of 3.42m.

Consultations

Highways Authority – No response received.

Environmental Health – No objections raised.

Licensing – No objections raised.

Representations

This application has been publicised by letters sent to 20 neighbours and displayed by site notice. No representations have been received.

Planning History

Ref: 74/10081/HIST: Notification of existing fence and erection of new fence.

Ref: 74/14128/HIST: Alterations to form new entrance door and ramp to customer

reception officer. Granted 15th May 1992.

Ref: 96/00047/APP: Layout of car park spaces, soft landscaping, construction of low. Granted 4th April 1996.

Ref: 74/12867/HIST: Display of illuminated fascia sign. Granted 2nd November 1990.

Ref: 74/13241/HIST: Display of 1 by 48 sheet wall mounted hoarding. Refused 24th May 1991.

Ref: 97/00689/ADV: Display of internally illuminated fascia with integral. Granted 9th February 1998.

Ref: 74/14741/HIST: Installation of cash dispensing machine. Granted 13th May 1993.

Ref: 23/01646/KMBC1– External alterations including installation of new shopfront, roller shutters, tiled stall risers, tiling to first floor, new lighting, service access door and alterations to side elevations and associated works. Pending consideration.

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.

Relevant Policies:

CS2 – Development Principles

CS19 – Design Quality and Accessibility in New Development

S10- Advertisements

Article 35 Statement

The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating with the applicant, acceptable amendments to the proposal

to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Assessment

Context

The proposals consist of directional signage consisting of 1no. projecting mild steel signage and 1no. painted signage. The projecting mild steel signage fronting Derby Road would span 2.18m in width either side of the south and north-eastern elevations and have a height of .79m protruding .15m from the face of the building. The lettering of the southern elevation would measure .14m whereas the height of the lettering on the north-eastern elevation would measure .16m

The painted signage located off the southwestern elevation of the application property spanning 3.42m width by .8m in height. The lettering would have a maximum height of .49m painted in white.

Under application reference 23/01646/FUL, a new shop front is proposals which includes new fascia boards with signage across 4no. panels. However, this falls outside the scope of the current application and may be considered deemed consent depending on the type of advertisement the future occupier undertakes. If this falls outside the scope of deemed consent, then a subsequent application for advertisement consent may be required

The National Planning Policy Framework sets out clear expectation for the assessment of applications relating to advertisement consent. Paragraph 136 states that the quality and character of places can suffer when advertisements are poorly sited and designed.... Advertisements should be subject to control only in the interests of amenity and public safety taking account of cumulative impacts.

Amenity

There have been no objections received as a result of publicity.

The scale and proportion of both the painted signage and the protruding metal signage is acceptable in scale against the backdrop of the existing premises. The protruding metal signage would provide a contemporary appearance to the building and would only protrude slightly across two elevations and be of equal measurement in terms of the rectangular metal framing with only a minute size difference in terms of lettering which will not be visible from the public vantage point given that they would be located on opposing elevations.

The painted signage would be simple in appearance. However, as it provides directional signage to a principal entrance point of the town centre it therefore requires express consent. The signage would be in proportion in terms of design and would not include any displeasing imagery which would cause adverse effect to the amenity of the area.

As such, the proposed signage is acceptable in terms of amenity of the public realm.

Public Safety

The painted advertisement would not adversely affect highway safety.

The protruding metal advertisement would also not adversely affect highway safety and would be securely affixed to the front and side elevations of the property and is non illuminated. The proposals therefore do not harm public safety and are in compliance with Saved Policy S10 of the Unitary Development Plan.

Conclusion

The proposed development is considered to be in accordance with the Development Plan and is compliant with the relevant local planning policies set out in CS2 and CS19 of the Knowsley Local Plan Core Strategy (adopted 2016) and Saved Policy S10 of the Knowsley Replacement UDP and therefore the application is recommended for approval.

Recommendation

That Advertisement Consent be granted subject to the following condition(s):-

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

Reason: For the avoidance of doubt.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
05.07.2023	0.001_REV		LOCATION PLAN
05.07.2023	2.201		DEMOLITION ELEVATIONS 01
05.07.2023	0.202		DEMOLITION ELEVATIONS 02
05.07.2023	3.002_REV_D		SCOPE OF WORKS
05.07.2023	3.101_REV_B		PROPOSED GROUND FLOOR PLAN
27.09.2023	3.201_REV_F		PROPOSED ELEVATIONS 01
05.07.2023	3.202_REV_D		PROPOSED ELEVATIONS 02
05.07.2023	--		DESIGN AND ACCESS STATEMENT
05.07.2023	3.001_REV_D		DESIGN PRECEDENTS

Signed Case Officer¹: **John Fleming**

Signed Authorising Officer²: **K Foster**

Date: **28 September 2023**

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



INFORMATIVES

Highways

1. HIGHWAYS

The applicant would need to obtain a licence under s177 of the Highways Act 1980 for any development overhanging the adopted highway. Applications should be made to KMBC Highways Department.

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.