

<u>APPLICATION NO:</u>	22/00452/ADV	<u>CASE OFFICER:</u>	Maxine Wishart
<u>WARD:</u>	Halewood South	<u>PARISH:</u>	Halewood Town Council
<u>LOCATION:</u>	Unit 13 - Halewood Shopping Centre, Leathers Lane, Halewood		
<u>PROPOSAL:</u>	INSTALLATION OF 2 NO. INTERNALLY ILLUMINATED FASCIA SIGNS TO FRONT AND SIDE ELEVATIONS		

Knowsley Local Plan Allocation

Town and District Centre
Ravenscourt Action Area

Site Description

The application site is an existing retail store within the Halewood Shopping Centre, Leathers Lane, Halewood. The unit is located within one of two clusters of 4 units on the southern side of the shopping centre. Refuse storage is located within the unit and within a central service area between the adjacent unit. The unit is flat roofed with a canopy overhanging the unit along the northern elevation facing the car park and to the side. The unit is constructed of steel frame block and white render with anthracite glazing to the front and side.

These units sit across a car park from other larger units to the north which include an Aldi supermarket, Home Bargains, Tesco Express and Iceland together with several smaller units. Car parking associated with the shopping centre and the Halewood Centre building is located to the front and rear of the premises. Residential dwellings are located further to the south beyond the rear car park on Roseheath Drive. Other residential development is located to the northeast on Vine Close. Immediately to the east of the unit lies the 'Halewood Centre' building which incorporates a medical walk-in centre and library together with a range of community services. To the west of the site beyond other units and across Leathers Lane there are playing pitches used by Halewood Town Junior Football Academy.

Proposal

This application seeks consent for the erection of internally illuminated signage which would comprise 2 no. fascia signs located on the site frontages and associated with the proposed use. The signage would sit within the existing transoms and mullions of the existing shop front.

Side Elevation

The signage would comprise an internally illuminated fascia sign on the side elevation with overall dimensions of 4420 mm wide by 1385 mm in height, divided by the shop front mullions. It would comprise a background in two shades of red (RAL 3003 and RAL 3028) and depict in white fret cut letters "*The Home Of Fresh Flame Grilled Chicken*" with a logo comprising a chicken and golden yellow lettering (RAL 1004) depicting "*Pepe's Piri Piri*."

The bottom of the sign would be 2600 mm above the ground level.

Front Elevation

The other sign would be located on the front elevation and would have overall dimensions of 6128 mm wide by 1385 mm in height. Again, this would be split up by the shop front mullions and comprise a background in two shades of red (RAL 3003 and RAL 3028) and depict in white fret cut letters "*The Home Of Fresh Flame Grilled Chicken*" with a logo comprising a chicken and golden yellow (RAL 1004) lettering depicting "*Pepe's Piri Piri*" together with a website address in white internally illuminated fret cut letters.

The bottom of the sign would be 2600 mm above the ground level.

The illumination for both signs would be static with illuminance levels of 350 cd/m2.

This signage application is linked to a separate planning application for the change of use of the premises to a Restaurant / Hot Food Takeaway (Ref: 22/00451/FUL). The change of use application will be determined independently of this application and on the merits of that proposal. Regardless of the suitability of the proposed use, the signage must be considered in its singularity and in accordance with the Advertisements Regulations and relevant planning policy rather than the link it would have with the proposed Restaurant and Take Away use.

Consultations

Halewood Town Council - No Comments Received

Highway Authority - No objections subject to a condition in relation to the control of illumination.

Representations

This application has been publicised by letters sent to 28 neighbours. It has also been advertised by Site Notice. No representations have been received.

Planning History

APP. NO:	10/00523/HYB
PROPOSAL:	ERECTION OF 1 NO. 1,597 SQ.M FOOD STORE (USE CLASS A1) AND 12 NO. UNITS COMPRISING OF 2,489 SQ.M OF MIXED RETAIL/COMMERCIAL FLOORSPACE (USE CLASSES A1, A2, A3 AND A5), TOGETHER WITH CONSTRUCTION OF NEW ACCESSES AND CAR PARKING, BUS INTERCHANGE, HARD AND SOFT LANDSCAPING AND MISCELLANEOUS WORKS (DETAILED APPLICATION) TOGETHER WITH OUTLINE APPLICATION FOR PUBLIC HOUSE (USE CLASS A4) (ACCESS TO BE CONSIDERED AT THIS STAGE)
DECISION:	Granted
DECISION DATE:	15 November 2010

APP. NO:	12/00309/HYB
PROPOSAL:	VARIATION OF CONDITION NO'S 1, 7, 10, 14, 23 & 24 ATTACHED TO PLANNING PERMISSION 11/00471/HYB (ERECTION OF 1 NO. 1,597 SQ.M FOOD STORE (USE CLASS A1) AND 12 NO. UNITS COMPRISING OF 2,489 SQ.M OF MIXED RETAIL/COMMERCIAL FLOORSPACE (USE

CLASSES A1, A2, A3 AND A5), TOGETHER WITH CONSTRUCTION OF NEW ACCESSES AND CAR PARKING, BUS INTERCHANGE, HARD AND SOFT LANDSCAPING AND MISCELLANEOUS WORKS (DETAILED APPLICATION) TOGETHER WITH OUTLINE APPLICATION FOR PUBLIC HOUSE (USE CLASS A4)) TO ALLOW FOR SUB-DIVISION AND EXTERNAL ALTERATIONS TO UNIT 2 TO FORM 2 NO. SMALLER UNITS AND OCCUPATION OF UNIT 1 BY STAFF FROM THE HOURS OF 06:00-23:00 ON MONDAYS TO SATURDAYS AND 07:00-22:00 ON SUNDAYS

DECISION: Granted

DECISION DATE: 11 September 2012

APP. NO: 22/00451/FUL

PROPOSAL: CHANGE OF USE OF SHOP (USE CLASS E(b)) TO FORM MIXED USE RESTAURANT AND HOT FOOD TAKEAWAY (USE CLASS E(b) / SUI GENERIS) WITH PRIMARY USE AS RESTAURANT TOGETHER WITH EXTRACTION/VENTILATION EQUIPMENT

DECISION:

DECISION DATE: 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.

National Planning Policy Framework

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS2 - Development Principles

CS19 - Design Quality and Accessibility in New Development

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

S10 - Advertisements

ENV3 - Light Pollution

SUPPLEMENTARY PLANNING DOCUMENTS

Shopfronts and Signage Design SPD (2016)

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

Amenity and Public Safety Considerations

The National Planning Policy Framework establishes clear requirements for the assessment of advertisement control applications. 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.'

Saved Policy S10 requires that advertisements should, in summary, not have an adverse impact on visual amenity, either individually or together with other advertisements; harm amenity through overly bright, flashing or inappropriate forms of illumination; not be out of scale; colours are appropriate; would not create clutter; preserve/enhance conservation area; not affect listed buildings; respect visual amenity of countryside if in the Green Belt; and not adversely affect highway safety or other forms of public safety.

Amenity

The definition of 'amenity' in Regulation 2(1) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) includes aural and visual amenity. Regulation 3 specifies that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

The signs, whilst relatively big for the proportions of the unit are not, when considered against other advertisements in the Centre, too large or out of proportion and accordingly are considered acceptable in comparison with the character of the centre. The signage would be visible within the street scene and viewed against the context of other advertisements within the vicinity and it is not considered that they would have a detrimental impact on the visual amenity of the area to warrant refusal.

The boundary of the nearest residential properties which back onto the site are located on Vine Close approximately 37 m away. Other properties on Roseheath Drive face the unit, separated by a car park at approximately 60 m away. The unit elevations are located beneath a deep canopy. The signage is noted to have proposed illuminance levels of 350 cd/m² and are not close to any residential

properties, so therefore will be unlikely to cause any loss of amenity particularly given the shopping centre context of the site.

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

The proposed signage, by reason of its size and location, is not considered to impact upon the any nearby properties. Although the sign is internally illuminated, it is not considered that there is unacceptable impact upon the amenity of neighbouring properties by reason of light overspill given the location of the signs.

It is not considered that the signage would have any significant effect on the amenity of the surrounding residents.

Public Safety

The Council's Highways Engineer raises no objection to the advertisements, providing the levels of illumination are restricted and this can be achieved by a suitably worded condition if consent is granted. The level of illumination is considered to be acceptable.

The signage would not raise any public safety issues.

Conclusion

The signage is of an acceptable design and does not raise any amenity or public safety concerns. As such the signage complies with relevant criteria of Policies CS2 and CS19 of the Local Plan and Saved Policies S10 and ENV3 of the Knowsley UDP together with the Council's Shopfront and Signage Supplementary Planning Document which is a material consideration. The application is therefore recommended for approval.

Recommendation

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

- 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 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'.

Reason: In the interests of the safety and amenity of the residents and users of the highway and to comply with Policies CS2 and CS19 of the Knowsley Local Plan: Core Strategy, adopted January 2016 and saved Policy S10 of the Knowsley Replacement Unitary Development Plan, adopted June 2006.

Date Received	Ref. No	Version	Drawing/Document Title
04/11/2022	1.0	REV C	SITE LOCATION PLAN
04/11/2022	3.0	REV C	PROPOSED GROUND FLOOR PLAN
09/12/2023	13.0	REV D	PROPOSED ELEVATIONS

Signed Case Officer¹: M Wishart

Signed Authorising Officer²: K Foster

Date: 5 April 2023

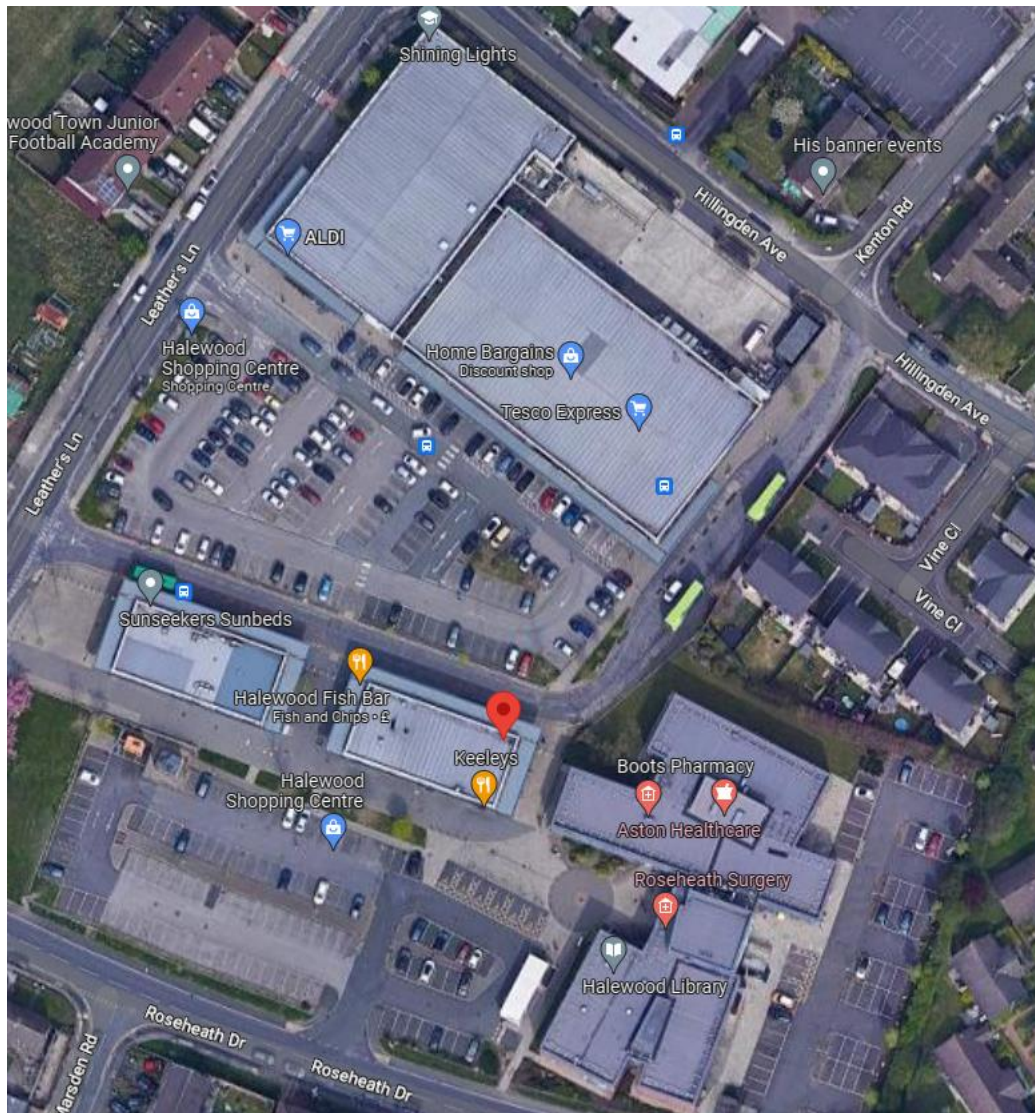
Informatives

None.

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





APPLICATION PREMISES



ADJACENT / NEARBY UNITS



ADJACENT / NEARBY UNITS

