

APPLICATION NO: 25/00659/ADV

CASE OFFICER: Kate Pickles

WARD: Roby

PARISH: N/A

LOCATION: The Crofters, Twickenham Drive, Roby, Knowsley, L36 4QG

PROPOSAL: DISPLAY OF SIGNAGE COMPRISING 1 NO. INTERNALLY ILLUMINATED TOTEM SIGN (EXISTING SIGN TO BE REFURBISHED), 1NO. EXTERNALLY ILLUMINATED FASCIA SIGN TO SIDE ELEVATION, 1 NO. EXTERNALLY ILLUMINATED POST SIGN (EXISTING SIGN TO BE REFURBISHED) AND 1NO. EXTERNALLY ILLUMINATED FASCIA SIGN, 1NO. NON-ILLUMINATED ROUND EL SIGN AND 1 NO. NON-ILLUMINATED FASCIA SIGN TO FRONT ELEVATION.

Site description

The proposal site is a public house and restaurant set within a corner plot situated in a primarily residential area in the Local Plan Policies map. To the northeast of the site is Huyton town and district centre and to the east and west of the site are conservation areas. To the southeast of the site is the former Huyton Leisure Centre which is designated as an 'Existing Major Sporting Use land' on the Local Plan Policies Map.

Proposal

This proposal seeks approval for the display of various signage on and around the Crofters pub and restaurant. The signage includes:

- 1 no. internally illuminated totem sign measuring 4m in height and 1.53m in width to the east border of the site involving the recladding of the existing totem sign.
- 1 no. externally illuminated fascia sign measuring 3.7m in width and 0.61 to the side elevation involving the removal and refurbishment of the existing fascia sign. The existing trough lighting is to be retained.
- 1 no. externally illuminated post sign involving the existing single sided post sign being refurbished and the existing trough lighting to be retained. The posts would be 1.5m in height and the sign would be 1m in height bringing the total height to 2.5m and 1.8m in width.
- 1 no. externally illuminated fascia sign measuring 3.1m in width and 0.53m in height to the south west elevation involving the removal and refurbishment of the existing fascia sign and the retainment of the existing trough lighting.
- 1 no. roundel sign to the south west elevation measuring 1.5m in width and 1.5m in height. The existing roundel sign would be refurbished and repainted with vinyl display applied.

- There will also be 1 no. non-illuminated fascia sign comprising of sign written letters to the south west elevation measuring 1.07m in width and 0.14m in height.

Consultations

Highways - No objections to the application subject to luminance condition.

Environmental health – No objection to the application subject to lighting condition.

Representations

This application was publicised by way of site notice and via letters sent to 57 neighbours. No representations have been received.

Planning history

18/00107/ADV – Display of 2no. externally illuminated fascia signs and 8no. various illuminated and non-illuminated signs alongside the refurbishment of existing signs. Advertisement consent granted 02/03/2018.

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; and 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 of 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

**SAVE POLICIES – KNOWSLEY REPLACEMENT UNITARY DEVELOPMENT PLAN
(ADOPTED 2006)**

S10 – Advertisements

SUPPLEMENTARY PLANNING DOCUMENTS

Shopfronts and Signage Design SPD

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 adverts are unobtrusive as the application relates to the replacement and refurbishment of existing signs meaning there is no adverse visual impact from the proposed advertisements. The signage would be visible from the street scene but is in keeping with the application sites established visual character and would therefore have no material impact on visual amenity.

Compliance with the lighting and luminance conditions will mean there is little impact on neighbouring residential amenity as any potential disturbance will be limited and restricted to business operating hours. The scale, siting and form of the proposed signage is not considered to result in any material harm to visual amenity. Resultantly, the proposed advertisements are considered to be acceptable with regards to their impact on visual or residential amenity and would comply with Core Strategy Policy CS19.

Public Safety

The advertisements would not adversely affect public safety as they are of modest scale and involve the replacement and refurbishment of existing signs, the proposed signage is not considered to result in any material harm to highway safety.

The luminance levels of the signage are considered to have minimal impact on highway safety as subject to appropriate control of illumination levels, the proposed signage would not give rise to excessive brightness, glare or driver distraction and is therefore acceptable in highway safety terms.

Conclusion

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

Recommendation

That permission be granted subject to the following conditions

- 1) Time limit – The development must be begun no 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)

- 2) Approved plans/Documents – The development hereby permitted shall be carried out in accordance with the following approved plans and documents

Reason: for the avoidance of doubt.

- 3) Lighting - The illuminated signs hereby permitted shall be turned off once customers have vacated the premises.

Reason: To protect residential amenity

- 4) Illumination levels - The maximum luminance of the advertisement displays shall not exceed 6,00 cd/m² during daylight hours and 300 cd/m² during the hours of darkness, in accordance with the recommended maximum luminance values set out in Tables 10.4 and 10.5 of the Institution of Lighting Professionals – Professional Lighting Guide (PLG05): Brightness of Illuminated Advertisements including Digital Displays (or any equivalent values set out in a replacement guide). The daytime luminance shall also be automatically controlled to reflect ambient light conditions to ensure that the display is neither excessively bright nor too dim.

Reason: In the interests of amenity, public safety and to retain effective planning control and to comply with the National Planning Policy Framework (2024), Policies CS2 and CS19 of the Knowsley Local Plan: Core Strategy (2016), Saved Policy S10 of the Knowsley Replacement UDP (2006), and the Shopfronts and Signage Design SPD (2016).”

Knowsley Council
Regeneration and Economic Development Directorate.
Delegated Planning Report

Schedule1

Date received	Drawing. No	Revision	Drawing/Document Title
08/12/2025	200643	C	PLANNING DRAWING – LOCATION PLAN. Page 10 of 10
08/12/2025	200643	C	PLANNING DRAWING – SITE PLAN. Page 9 of 10.
08/12/2025	200643	C	PLANNING DRAWING – PROPOSED SIGNAGE. Page 3 of 10.
08/12/2025	200643	C	PLANNING DRAWING - PROPOSED SIGNAGE. Page 4 of 10.
08/12/2025	200643	C	PLANNING DRAWING – PROPOSED SIGNAGE. Page 5 of 10.
08/12/2025	200643	C	PLANNING DRAWING – PROPOSED SIGNAGE. Page 6 of 10.
08/12/2025	200643	C	PLANNING DRAWING – PROPOSED SIGNAGE. Page 7 of 10.
08/12/2025	200643	C	PLANNING DRAWING – PROPOSED SIGNAGE. Page 8 of 10.

Signed Case Officer: Kate Pickles

Signed Authorising Officer: Jo Sheridan

Date: 29/01/2026

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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