

<u>APPLICATION NO:</u>	24/00375/ADV	<u>CASE OFFICER:</u>	Reece Black
<u>WARD:</u>	Prescot North	<u>PARISH:</u>	Knowsley Parish Council
<u>LOCATION:</u>	Derby Arms Hotel, 635 Knowsley Lane, Knowsley		
<u>PROPOSAL:</u>	INSTALLATION OF REPLACEMENT SIGNS TO INCLUDE, 1X NEW PICTORIAL PANEL TO EXISTING POST AND GIBBET. 2X AMENITY BOARDS FITTED BELOW POST PICTORIAL, 2X FASCIA SIGNS, 2X POST MOUNTED CAR PARK DIRECTIONAL SIGNS AND 1X TRANSOM PANEL		

Site Description

The application site is a Public House located at 635 Knowsley Lane (B5202) and is situated within an area which is designated as a Primarily Residential Area in the Development Plan. The site is also situated within the Knowsley Village Conservation Area.

The property is a large, detached building which occupies an open and prominent position in the street scene, with the front elevation orientated to the east / south-east. The curtilage contains an expansive car park to the north and a rear garden with associated seating to the west. To the front of the site is an existing post and gibbet

The application property comprises of existing signage. The Knowsley Village Conservation Area is subject to an Article 4 Direction.

Proposal

The application seeks Advertisement Consent for the installation of replacement signage at the property which comprises:

1 no. pictorial panel to the existing post and gibbet to the front of the property Items 01 (qty 1) and 2 no. amenity boards fitted below post pictorial 01A (qty 2)

Item 01 would be a singular post mounted double sided pictorial sign which would advertise The Derby Arms Prescot and contain dimensions of 900mm x 1200mm with a depth of 700mm. This would feature 2mm aluminium pictorial panel finished RAL 5008 with 2 no. warm white LED slimline trough lighting. The advertisement would be externally illuminated to illuminance levels of 250 cd/m² (static).

Item 01A would consist of two single sided amenity signs, to dimensions of 790mm x 1000mm. These signs would feature 2mm aluminium panel finished RAL 5008.

2 no. fascia signs, Item 2 (qty 1) located above entrance east facing elevation and Item 03 (qty 1) situated on north facing elevation

Item 02 would be sited above the entrance and comprise of a single sided fascia

sign. Slimline LED trough light (warm white illumination, 3100mm in width) which would have a max. illumination of 250 cd/m² and achieve a ground clearance of 3050mm positioned with stand-off brackets. The sign would consist of dimensions of 4000mm x 500mm.

Item 03 would be sited on the chimney stack underneath the retained and refurbished crest above. These would comprise of individual letters (foamex letters painted gold, 19mm) with runner bars and 150mm stand-off brackets. This would achieve a ground clearance of 3800mm and a max illumination of 250 cd/m² (static).

2 no. post mounted car park signs dimensions 1370mm x 970mm to a total height of 2420mm

Item 05 (qty 2) and 05A (qty 2) would be situated adjacent the vehicular access into the car park. This would form replacement car park and car park directional signs; these would be single sided to each side of the existing posts on boundary. These would be vinyl display.

1 no. transom panel (single sided) dimensions 1000mm x 250mm

Item 08 (qty 1) would be positioned above the entrance at a ground clearance of 2050mm.

All wall mounted signage would comprise of wall plug and screw fixings.

The plans saw a minor amendment to enhance the design of the chimney stack sign (Item 03). The background has been amended to remove the solid background originally submitted.

Consultations

Knowsley Parish Council - No comments received.

Cadent Gas Limited – No objections, suggested an Informative be added to the Decision Notice.

Conservation & Design Officer – No objections, suggested amendment and request for further information on fixings.

Highway Authority – No objections to the proposed development subject to the suggested Condition.

Representations

This application has been publicised by letters sent to 16 neighbours. It has also been advertised by Site Notice, which expired 10.10.2024. No representations have been received.

Planning History

APP. NO:	94/00097/ADV
PROPOSAL:	DISPLAY OF ATTACHED ILLUMINATED SIGN AND NON-ILLUMINATED ATTACHED AND FREE STANDING SIGNS
DECISION:	GTD

DECISION DATE: 1 August 1994

APP. NO: 07/00258/FUL

PROPOSAL: ERECTION OF SMOKING SHELTER.

DECISION: REF

DECISION DATE: 9 May 2007

APP. NO: 18/00275/FUL

PROPOSAL: WORKS TO EXISTING EXTERNAL DRINKING AREA TO INCLUDE NEW PATIO SURFACING, 2.4 M HIGH TIMBER POSTS WITH FESTOON LIGHTING, TIMBER TRELLIS ARCHWAY, 1.8 M HIGH TIMBER FENCE/GATE TO YARD AREA, TOGETHER WITH WORKS TO EXISTING CHILDREN'S PLAY AREA INVOLVING REPLACEMENT OF PLAY EQUIPMENT WITH A PATIO AREA AND 2.4 M HIGH TIMBER POSTS/FESTOON LIGHTING

DECISION: PER

DECISION DATE: 20 December 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; 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

CS20 - Managing the Borough's Historic Environment

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

S10 - Advertisements

DQ5 - Development in Conservation Areas

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.

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

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.

As the application site is situated within a designated Conservation Area, factors which are pertinent to amenity cover matters such as characterises of the area, which include the presence of any feature of historic, architectural, cultural etc.

The statutory duty under s66 (1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 are not relevant to this application, the impacts on the Conservation Area will form part of the amenity assessment. Relevant policies listed above will aid in the assessment.

Saved Policy DQ5 stipulates that new development within or close to a Conservation Area must preserve or enhance the character of the area.

Policy CS2 requires that new development enhances local character and promotes quality of place.

Policy CS19 furthers the design principles of CS2 by expecting new development to understand and respect the character and distinctiveness of places and promoting good quality design. S10 of the UDP contains specific saved policies on advertisements.

CS20 seems to preserve or enhance the Borough's historic and architectural assets and any archaeological remains. Saved Policy DQ5 requires that new development within or close to a Conservation Area must preserve or enhance the character of the Area.

Amenity

The property is located within the Knowsley Village Conservation Area in a prominently, open visible location on Knowsley Lane.

Saved Policy S10 outlines that proposals to display advertisements should not result in any adverse effect on visual amenity either individually or cumulatively with other

advertisements; illumination should be appropriate to the area and not harm amenity through being overly-bright, flashing or inappropriate forms of illumination; they must not be out of scale or harmony with the building or street scene; colours and materials should be appropriate to their context; they must preserve or enhance the character and appearance of the Conservations Area; where they occur in the Green Belt they would respect the visual amenity of the countryside.

The existing public house has displayed advertisements similar. The proposal presented is of comparable works, with no drastic departure or change from the existing advertisements. The signage is largely proposed to be replaced on a like for like basis. The colour palette employed are deemed to be fitting and respond positively. The signage would generally be reduced in scale in contrast to the existing and consequently would ensure the proposal would preserve the overall building.

As outlined, the signage located to the chimney stack originally contained a solid background. This has been amended as the original submitted sign was deemed to be an overbearing feature. Given where the signage was sited and held a prominent view, it was not considered to enhance or preserve the character of the Conservation Area. Amended Item 03 is acceptable as it has a neutral impact to the character and appearance of the Conservation Area.

It is considered that the design and siting of the advertisements largely replicate the existing and would be acceptable. The details of fixings are considered acceptable. These views have also been supported by from Design and Conservation.

The proposed signage, following the minor amendments, would be considered to comply with S10. Visual impacts of the proposed signage are acceptable and the impact on the Conservation Area would be considered neutral. The proposal does not raise concerns about visual amenities in the Green Belt.

Moreover, the illuminated signage would be positioned to the east facing elevations of the building and the totem pole, illuminated at levels which would not be considered detrimental to any residential amenities.

Public / Highway Safety

The application site is located on a prominent road (Knowsley Lane - B5202) with prominent views into the Green Belt and Conservation Area.

Some elements of the signage, such as the totem pole and standing boards adjacent the vehicular access is in close proximity to the highway. The proposed signage that is illuminated is acceptable in terms of its luminance levels. The Council's Highway Officer consulted raised no objections (subject to Condition) to the proposal.

One Condition was suggested from Highways which related to reducing the impact of any accompanying external lighting causing a distraction to drivers.

The proposed signage would therefore not be deemed to public safety and would comply with the aforementioned policies.

Conclusion

The proposal is acceptable in regard to 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 DQ5 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

That Planning Permission be granted subject to the following Condition(s):-

- 1) 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).

- 2) 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.

- 3) The ancillary external sources of lighting for the proposed advertisements Items 01 and 02 outlined in the drawing No.187534 (REV F) hereby permitted shall be fully screened and orientated towards the advertisements as practicable as possible to prevent a directly visible distraction for drivers of vehicles on any highway or the occupiers of any property near the site.

Reason: In the interests of highway safety and amenity and to ensure compliance with Saved Policy S10 of the Knowsley Replacement Unitary Development Plan, adopted June 2006.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
08.10.2024	187534	REV F	EXISTING AND PROPOSED PLANS
10.07.2024	-	-	LOCATION PLAN

Signed Case Officer¹: **Reece Black**

Signed Authorising Officer²: **K Foster**

Date: **17 October 2024**

Informatives

- 1) See attached letter – Cadent and National Grid Plant Response

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