

**Our Ref: LG/KN114/23**

22 November 2023

Knowsley Metropolitan Borough Council: Planning Department  
Municipal Buildings  
Huyton  
L36 9UX

via Planning Portal

Dear Sir/Madam,

**APPLICATION FOR ADVERTISEMENT CONSENT AND LISTED BUILDING  
CONSENT**

**THE CLOCK FACE, 54 DERBY STREET, PRESCOT:**

**PLANNING PORTAL REFERENCE: PP-12583618 & PP-12585300**

We are instructed by our client, Daniel Thwaites PLC, to submit the enclosed applications for advertisement consent and listed building consent for a scheme of replacement signage at the above site.

Specifically, the application proposals:

*“1 no. externally illuminated hanging sign, 2 no. amenity boards and 1 no. externally illuminated building mounted sign”.*

The applications have been submitted via the Planning Portal. In addition to the forms and ownership Certificate A, the application comprises the following:

Drawings

- 400 Site Location Plan
- 401 Existing Site Plan
- 402 Proposed Site Plan
- 403 Existing Pub Elevations
- 404 Proposed Pub Elevations
- 20201008 Clock Face Signage Pack



## Documents

- Design and Access Statement
- Heritage Statement

This letter also forms part of the applications and should be read in support of the applications for both advertisement consent and listed building consent.

The fee for the Advertisement Consent application is £132.00 which has been paid directly via the planning portal. There is no fee for the accompanying listed building consent application.

## **Introduction**

The applications seek the necessary consent for the installation of replacement signage at the Clock Face, a Grade II listed building located within the boundary of Prescot Conservation Area.

The respective replacement signs have been installed sometime before April 2015 and November 2022. The applications therefore seek to obtain the necessary consents to retain the signage in place.

## **Site and Surrounds**

The applications relate to the Clock Face at 54 Derby Street, Prescot within the jurisdiction of Knowsley Metropolitan Borough Council. The Clock Face, along with the adjoining 52 Derby Street is a Grade II listed building (NHLE: NHLE: 1075502)).

The Site is also located within the boundary of Prescot Conservation Area with Derby Street forming the western extent of the area.

The Clock Face is located to north side of Derby Street and lies to the west of the centre of Prescot. To the north is the former Whitakers Nursery which is currently under redevelopment for housing.

The building forms part of a larger terraced row; the southeast elevation of the building directly abuts the rear edge of the public footway and is contiguous with adjoining number 52 Derby Street which is collectively listed with the Clock Face (54 Derby Street). Matching, paired entrances set under round brick arch heads with rounded fanlights with decorative astragal bars, fluted frieze and wide doorcases, that to the Clock Face retaining Doric pilasters distinguish the two properties. Each entrance retains fielded and raised six-panel timber entrance doors. Adjoining number 52 to the north are four terraced cottages, also collectively listed Grade II (NHLE: 1283501). These cottages whilst of a contemporary early 19<sup>th</sup> century date are more diminutive in scale and simpler in detail.

The principal frontage of the Clock Face is orientated southwest overlooking the carparking area serving the public house and hotel rooms to the first floor.



## Planning History

The site has little planning history relating to applications for advertisement consent with the only identifiable consent being the following:

- 74/07619/HIST - Illuminated trade sign and house name. Granted.

## Proposal

The proposals seek to consent for 1 no. externally illuminated hanging sign, 2 no. amenity boards and 1 no. externally illuminated building mounted sign installed in line with the current branding of Daniel Thwaites PLC.

### Sign 1

A double-sided hanging sign set within a wall mounted metal bracket on the southeast elevation. The sign is externally illuminated with two over-sign black trough lights with warm white illumination.

### Sign 2

Two single sided aluminium composite amenity board panel signs fixed via timber battens to the building; 1 at ground floor level on the southeast elevation and 1 at ground floor level on the southwest elevation. The signs are black with white writing and red and white 'Thwaites' logo. The signs are non-illuminated.

### Sign 3

A building mounted composite aluminium sign consisting of applied gold effect lettering spelling 'Clock Face' with small mounted red and white 'Thwaites' logo and clock face panel with black numerals on white background installed at first floor level on the southwest elevation of the building. The sign is externally illuminated by a under-sign trough light with warm white illumination.

## Planning Policy Context

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that *"if regard is to be had to the development plan for the purposes of any determination to be made under the planning Act, the determination must be made in accordance with the plan, unless material considerations indicate otherwise"*. Any issue that relates to the use of land is capable of being a material consideration, this includes government statements of planning policy.

The development plan applicable to the site is the Knowsley Local Plan which consists of the following documents:

- Knowsley Local Plan Core Strategy (2016)



- Saved policies of the Knowsley Replacement Unitary Development Plan (2006)

Other material considerations include the National Planning Policy Framework (NPPF), updated in September 2023, and the National Planning Practice Guidance (NPPG).

#### National Planning Policy Framework (2023)

Section 12 of the NPPF provides guidance in respect of achieving well-designed places. Paragraph 136 provides specific guidance with regard to signage and states *“The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient, and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.”*

Section 16 address the need for development to conserve and enhance the historic environment. Paragraph 194 states that LPAs should require an applicant to describe the significance of any heritage asset affected by a development proposal, including any contribution made by their setting. The level of detail should be proportionate to the assets’ importance. Paragraph 197 states that in determining applications, LPAs should take account of the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation.

In considering potential impacts, paragraph 199 states that when considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation. Any harm to, or loss of, the significance of a designated heritage asset will require clear and convincing evidence. Paragraph 202 states that *“where a development proposal will lead to less than substantial harm to the significance of a designated heritage assets, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use”*.

#### NPPG

Paragraph 26 of the NPPG states *“Regulation 3 requires that local planning authorities control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors. Unless the nature of the advertisement is in itself harmful to amenity or public safety, consent cannot be refused because the local planning authority considers the advertisement to be misleading (in so far as it makes misleading claims for products), unnecessary or offensive to public morals.”*

Paragraph 28 provides further clarity on ‘public safety’ and states *“Factors relevant to public safety are specified in regulation 3. Public safety is not confined to road safety and includes all of the considerations which are relevant to the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), over water or in the air.”*

Paragraph 79 seeks to define ‘amenity’ and states *“amenity” is not defined exhaustively in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. It includes aural and visual amenity*



(regulation 2(1)) and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest (regulation 3(2)(a)).”

### Knowsley Local Plan

Planning policies relevant to these applications are contained with the Knowsley Local Plan Core Strategy and are considered in turn below.

*CS2: Development Principles* - This policy sets out a series of principles to which new development in the borough will be expected to support. Relevant to these applications is Principle 4: Recognise environmental limits, protect, and enhance environmental assets, enhance local character, and promote quality of place. This will be achieved by, amongst others:

- a) understanding and respecting and the character and distinctiveness of places and landscapes;
- b) protecting and enhancing the historic environment;
- c) promoting good quality design and ensuring that development respects its setting taking into account relevant design requirements and best practice.

*CS19: Design Quality and Accessibility in New Development* – Policy CS19 aims to enhance local distinctiveness, identify and accessibility. In respect to design quality, parts 1a) and 1b) are relevant. Part 1a) requires new development to respond to and integrate positive characteristics of the surrounding area including local materials, scale, mass, form, alignment, and density. Part 1b) requires new development to complement and enhance (where possible) existing features of local importance and historic interest.

*Policy CS20: Managing the Borough’s Historic Environment* - This sets out the Council’s approach to managing change affecting the historic environment. In respect to the proposals, part 1a) of the policy is relevant. This requires development proposals to preserve or enhance listed buildings and conservation areas requiring the preservation of local distinctiveness and the character of historic assets through sensitive design and integration.

In addition to adopted policy, Knowsley Council have recently adopted their Shopfront and Signage Design SPD. In respect to signage, this document provides the following design guidance:

- a) Signage should be limited to the fascia and, where acceptable, the shop windows and hanging signs, and signage above fascia level, on the sides of buildings will not be acceptable in most cases;
- b) Signage should be both in scale with the rest of the shopfront and building elevation;



- c) Signage should be kept to a minimum and not clutter the elevation by virtue of the number of signs and/or their positions;
- d) The use of 'busy' signs with a proliferation of logos, graphics, lettering styles and font sizes will not be acceptable;
- e) The cumulative impact of signage on a building, terrace, parade, street, or area will be taken into consideration by the Council; and
- f) Surviving historic signage should normally be retained, even when no longer relevant to the current occupier of the building, unless it is within the fascia where it would interfere with the current retail operation.

## **Assessment**

Paragraph 26 of the NPPG confirms that local planning authorities can only control the display of advertisements in the interests of amenity and public safety. It goes on to state that unless the nature of the advertisement is in itself harmful to amenity or public safety, consent should not be refused.

### Public Safety

Paragraph 28 of the NPPG states that public safety includes all of the considerations which are relevant to the safe use and operation of any form of traffic or transport, including the safety of pedestrians.

None of the signs impede sightlines or access nor are they a distraction to road users. The means and level of illumination for the signs have no adverse impact on public safety.

The hanging sign which over sails the public highway (footpath) would not impede public use of the highway.

Accordingly, the signage is not harmful to public safety and is acceptable in this regard.

### Amenity

Paragraph 79 of the NPPG confirms that amenity includes visual amenity, and factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural, or similar interest.

In terms of visual amenity, the signage installed replaces previous signage in like-for-like positions.

The size, position, materials and means of illumination of the installed signage respect the character of the building and the general characteristics of the locality. The signage is not excessive and is proportionate to the building.



The means and level of illumination of the signs has no adverse impact on local visual amenity. The premises will operate outside of daylight hours and so the principle of illumination should be considered acceptable.

### Heritage

The effect of the signage to significance of heritage assets forms the primary consideration. In this respect the application is supported by a Heritage Statement. This describes the significance of the heritage assets affected by the proposed development, including any contribution made by their setting. It goes on to consider the impact of each element of the proposed works on the significance of the assets affected.

The proposed signage accords with the relevant requirements of local policy having no adverse effect on the significance of the building or the character and appearance of the conservation area due to the limited extent, position and style of sign installed.

In accordance with the adopted supplementary planning guidance, the signage scheme is simple, clearly stating the brewery and public house name without dominating or cluttering the external elevations. The signage is proportionate in scale to the elevations and is of a style which is sympathetic to the historic character of the building and the conservation area. In respect to lighting the, the proposals include for discreet, trough style external lights to the hanging sign and applied lighting.

### **Conclusion**

The proposed signs are of an appropriate scale and are proportionate in size and scale to the building and its setting.

The above assessment and accompanying Heritage Statement demonstrates that the signs are acceptable from a heritage perspective as it has been demonstrated that it will not cause harm to the significance of the Clock Face or Prescott Conservation Area.

Furthermore, the signage is not detrimental to either local amenity or public safety.

It is judged that the signs are in accordance with the requirements of both local and national policy.

The applicant wishes to work closely with the Council on this proposal and as such, if you have any queries regarding the submission or require any additional information, please do not hesitate to get in touch.



Yours faithfully,

**Lorna Goring PgDip ACIfA**  
**Heritage Consultant**

Cc , Daniel Thwaites Plc  
IMD and Associates

