

<u>APPLICATION NO:</u>	25/00069/ADV	<u>CASE OFFICER:</u>	Andrew Hunt
<u>WARD:</u>	Roby	<u>PARISH:</u>	N/A
<u>LOCATION:</u>	Derby Lodge Hotel, Roby Road, Roby, Knowsley, L36 4HD		
<u>PROPOSAL:</u>	DISPLAY OF ADVERTISEMENT SIGNAGE COMPRISING OF - 2NO. INTERNALLY ILLUMINATED FASCIA SIGNS AND 1NO INTERNALLY ILLUMINATED POST SIGN		

Site Description

The application site is a large detached building (Derby Lodge) of historic character set within the Roby Conservation Area. The wider site consists of parking and landscaping areas at the front, the main building and a garden area at the rear. The dwelling fronts onto the busy A580 (Roby Road). There is a large outrigger at the rear which is shared with a neighbouring property.

Proposal

The proposal is for the installation of advertisement signage comprising 2no internally illuminated fascia signs and 1no internally illuminated post sign. Sign 1 would be at the entrance to the site on a board. Signs 2 and 3 would be located on the main building of Derby Lodge. There are existing signs in all 3 locations and the application would replace them with slightly different designs.

Consultations

N/A

Representations

This application has been publicised by letter sent to 26 neighbours and site and press notices. 1 objection has been received consisting of the following main points:

- My house would be impacted by the advertisement.
- I have children whose sleep would be impact by an illuminated sign.
- I have family who have been impacted by similar signs.

Planning History

Many applications have been approved at the site, however only the following advertisement applications are considered relevant.

- a. 00/00582/ADV – Continuation of Display Of 2 No. Non Illuminated Advertisements And 3 No Illuminated Advertisement Approved February 2001

- b. 04/01001/ADV – Display of 1 No. Externally Illuminated Totem Sign, 4 No. Externally Illuminated Fascia Signs And 1 No. Non-Illuminated Directional Sign Approved October 2004
- c. 05/00251/ADV – Display of 3 No. Internally Illuminated Fascia Signs, 1 No. Non Illuminated Totem Sign And 2 No. Non-Illuminated Directional Signs
- d. Approved July 2005
- e. 06/00322/ADV – Retention of 1 No. Illuminated Promotional Free Standing Sign Approved June 2006
- f. 17/00641/ADV – Replacement Of 1 No. Free Standing Illuminated Sign, Replacement Of 3 No. Illuminated Signs, Erection Of 1 No. Illuminated Menu Unit And Removal Of 3 No. Signs From / Upon Building Façade Approved December 2017

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
 H5 - Development within Primarily Residential Areas

DQ5 - Development in Conservation Areas

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 that may have been 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

Core Strategy Policy CS20 states that development proposals in Knowsley should preserve or enhance the borough's historic and architectural assets, including Conservation Areas.

The proposed adverts are relatively unobtrusive and are considered to be appropriate for a hotel use and a built up urbanised location next to a busy road. They are almost identical in size and position to the existing signs with only minor changes to design. Therefore, there would be no negative impact on the Roby Conservation Area. A luminance condition is proposed to reduce any impact on neighbours from lighting. Overall, there is no harm to amenity from the proposal and the proposal complies with Core Strategy Policy CS20.

Public Safety

The signs would not adversely affect public safety as they would be small scale and would replace existing signage. There would be no harm to public safety provided a luminance level condition were attached.

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) The proposal hereby permitted shall be carried out in accordance with the following documents
 - a. Site Plan - (received 05/02/2025).
 - b. Proposed Signs - (received 05/02/2025).
 - c. Proposed Images - (received 05/02/2025).

d. Location Plan - (received 05/02/2025).

Reason: For the avoidance of doubt.

2) Luminance Levels

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 proposed highway

Signed Case Officer¹: Andrew Hunt

Signed Authorising Officer²: Jo Sheridan

Date: 02/04/2025

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

Informatives

N/A