

<u>APPLICATION NO:</u>	24/00092/ADV	<u>CASE OFFICER:</u>	Lee Osborne
<u>WARD:</u>	Whiston & Cronton	<u>PARISH:</u>	Whiston Town Council
<u>LOCATION:</u>	1 Halsnead Avenue, Whiston, Knowsley		
<u>PROPOSAL:</u>	INSTALLATION OF ILLUMINATED PROJECTING SIGN		

Site Description

The application site is an end terrace unit operating as a shop unit with flat above with the main elevation facing Windy Arbor Road. There is a small service yard and single storey extension with garage door to the front, off Cronton Avenue. The remaining buildings of the terrace are houses facing Halsnead Avenue. The terrace backs onto Cronton Avenue. There is open curtilage to the front of the building and adjacent the Halsnead Avenue side of the building, which extends through to the public footways.

Proposal

The application for advertisement consent proposes to the display of one internally illuminated projecting sign. The sign would be located between a first-floor window and the gable of the building. There would be a distance of approximately 3.6m from ground level to the bottom of the sign. The sign would be circular with a diameter of approximately 0.7m and with a maximum projection from the building of approximately 0.8m. The sign would have internal static illumination of 18cd/m2.

Consultations

Highway Authority - No objections but request an illuminance condition.
Environmental Health – No objections.
Whiston Town Council - No comments received.

Representations

This application has been publicised by letters sent to 12 neighbours.

One objection has been received. The objections are on the following summarised grounds: -

1. The author has photophobia regarding led lighting and issues before with the shop putting up bright LED lights shining directly into the house. The lights are still too bright which they already installed and have too many. The author will have problems with the photophobia with their eyes, and there will be light pollution into the house.
2. A problem is that cars trucks vans etc block the public footpath and also park into the road which causes a problem when the author tries to leave their driveway and look down the road.
3. The already existing lighting and also drivers at the shop leaving headlights on has caused many near misses for the author in their vehicle. Simons Close opposite is also affected by pavement parking and the view from the junction obstructing so having led lights will cause a problem.

4. The author objects to the extra lights because it is already excessive especially on raining and fogging days, lights fog to the road (sic) is a problem to road safety. The author objects on highway safety grounds, particularly when exiting their property.

Planning History

14/00459/ADV - RETENTION OF 2 NO. EXTERNALLY ILLUMINATED SIGNS AND 9 NO. NON-ILLUMINATED SIGNS. Granted: 22.10.2014.

K/APP/7655 - EXTENSION TO PROVIDE GROUND FLOOR STOREROOM TO REAR OF SHOP. Granted; 10.11.1983.

K/APP/4726 - ILLUMINATED DOUBLE SIDED PERSPEX PROJECTING SIGN. Granted: 25.01.1980.

K/APP/4560 – ERECTION OF GROUND FLOOR REAR EXTENSION FOR USE AS STOREROOM. Granted: 23.11.1979.

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

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

S10 - Advertisements

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

The proposed sign would be to an established neighbourhood convenience store with existing signage and is therefore considered acceptable in principle. As such with advertisement signage the only issues which can be given consideration are amenity and safety issues.

Amenity

The sign would not be overly large and would not be out of character on the building. At present there is one small projecting sign on the front close to the side elevation and at first floor level to inform that the shop is Payzone store. The signage would be acceptable visually and would not be detrimental to the visual amenity of the area. An objector has stated that they will suffer light pollution into their house. The sign is of a type and illumination typically found on convenience stores and it is considered would not have a significant detrimental effect on the residential amenities of the area. Environmental Health do not object to the application.

The application therefore complies with Policies CS2 and CS19 of the Core Strategy and Saved Policy S10 of the UDP.

Safety

The proposed sign is of a type typically found on convenience stores and is not large or overly bright. As such it is considered that the proposal would not be detrimental to highway safety or be significantly detrimental to driveway egress safety. The Highways Engineer has no objections but does request a maximum illuminance of sign condition.

The application therefore complies with Policies CS2 and CS19 of the Core Strategy and Saved Policy S10 of the UDP.

Conclusion

The proposed sign would be acceptable in terms of amenity and safety and would comply with the planning policies and 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 highway safety and amenity and to comply with Policies CS2 and CS19 of the Knowsley Local Plan Core Strategy adopted January 2016 and ensure compliance with saved Policy DQ2 of the Knowsley Unitary Development Plan adopted June 1998

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
21/02/2024	-	-	LOCATION PLAN
21/02/2024	-	-	PROPOSED ELEVATIONS

Signed Case Officer¹: **Lee Osborne**

Signed Authorising Officer²: **K Foster**

Date: **8 May 2024**

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