

<u>APPLICATION NO:</u>	23/02795/ADV	<u>CASE OFFICER:</u>	Maxine Wishart
<u>WARD:</u>	Prescot North	<u>PARISH:</u>	Prescot Town Council
<u>LOCATION:</u>	Clock Face Public House, 54 Derby Street, Prescot		
<u>PROPOSAL:</u>	RETENTION OF 1 NO. EXTERNALLY ILLUMINATED HANGING SIGN; 2 NO. NON-ILLUMINATED AMENITY BOARDS; AND 1 NO. EXTERNALLY ILLUMINATED BUILDING MOUNTED SIGN		

KNOWSLEY LOCAL PLAN ALLOCATION –

Primarily Residential Area
Prescot Conservation Area
Sustainable Urban Extension

Site Description

The application relates to an existing Public House Located on Derby Street, Prescot. The Clock Face PH, Nos. 52 - 54) is a Grade II Listed Building and located within the Prescot Conservation Area.

The list description reads:

House and public house. Early C19 with facing c.1830. Brick with stone dressings and facing, slate roof. Main facade of No. 54 at right angle to street; 2 storeys, 5 irregular bays. 1st floor sill band and top cornice and parapet with wreaths, and panel with flanking acroteria to entrance bay. Panelled pilasters to ends. Ground floor has canted bay window to 1st bay, other 2 bays have segmental-headed windows with tripartite sashes. 1st floor windows have architraves, that to entrance bay has frieze and consoled cornice. All windows are sashed with glazing bars. Entrance to 2nd bay has glazed doorcase with complete overlight and 4-fielded-panel door. Distyle-in-antis Ionic porch. 4 stacks. Stone-coped brick wall to right has gate and stone gatepiers with incised lines and pediments. Right return to street of 5 bays, the 1st 2 are to No. 54 and are higher, with cornice and parapet. 1st floor sill band. Windows have, wedge lintels and are sashed. Elliptical-headed entrances have inset Doric doorcases with fluted friezes, complete fanlights and 6-panel doors. No. 52 has casements to ground floor and two 1st floor windows are boarded (1985). No. 54 was built as Dower house to Knowsley estate and was known as West End House.

The host property also forms a part of the setting to a number of other Listed Buildings. The building forms parts of a larger terrace row with the adjoining cottages at 44 – 50 Derby Street also Grade II listed (NHLE: 1283501). An associated outbuilding range located to the northeast of the Clock Face PH is separately listed at Grade II also (NHLE: 1199248).

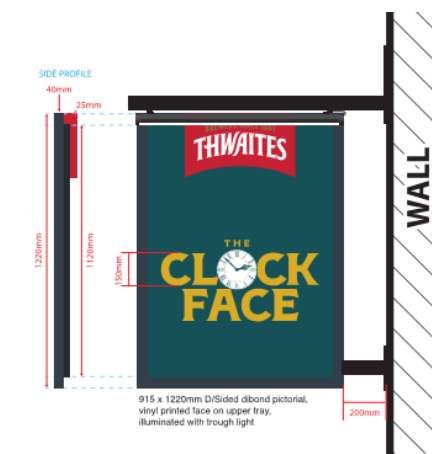
The application site is also allocated as a Primarily Residential Area with part of the site also within 'Land Bounded by the A58 (Prescot)' Sustainable Urban Extension (SUE) on the Knowsley Local Plan policies map.

To the north and west of the site is the former Whittaker's Nursery site, currently being built out for residential development. Other residential properties are located to the south beyond the dual carriageway.

Proposal

The application seeks retrospective Advertisement Consent for the retention of signage at the application site which comprises:

1 no. externally illuminated hanging sign on the southeast elevation

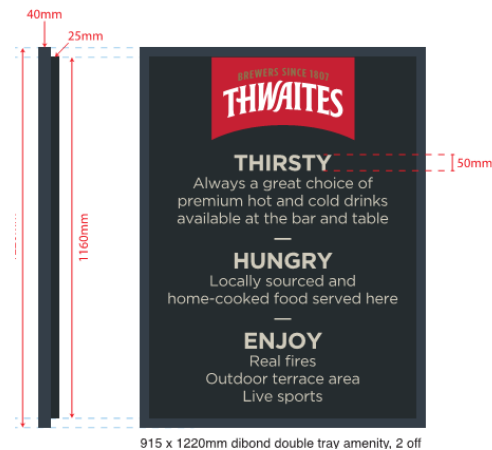


Dimensions of 1220mm x 915mm vinyl printed double sided dibond pictorial sign with vinyl printed face on upper tray. It has a depth of 0.04m and is 3 m in height above ground level.

The sign reads "Brewery Since 1807" and "Thwaites" in gold and putty (Pantone 7534) lettering in a red background (RAL 3001). The main background colour is Anthracite Grey.

Externally illuminated with pictorial trough lighting (150cd/m²).

2 no. amenity boards, one on the southeast elevation and one on the southwest elevation



Dimensions of 915 mm x 1200 mm dibond double tray, aluminium composite. They are 0.065 m deep. The signs are 1.3 m above ground level.

The signs read “Brewery Since 1807” and “Thwaites” in gold and putty (Pantone 7534) lettering in a red background (RAL 3001) with other information relating to the services depicted in putty (Pantone 7534) lettering on a Anthracite Grey front tray set on a Black (RAL 5008) back tray.

These signs are not illuminated.

1 no. externally illuminated building mounted sign on the southwest elevation



Wall mounted 25mm Foamex letters sprayed gold fixed directly to fascia depicting lettering “CLOCK FACE” with dimensions of 2750 mm by 300 mm high. The lettering is set below a sign measuring 750mm wide which reads Brewery Since 1807” and “Thwaites” in gold and putty (Pantone 7534) lettering in a red background (RAL 3001). The overall height of both of these elements is 880 mm. The sign is



This signage is externally illuminated by trough lighting below with illuminance levels of 200 cd/m².

The application is submitted in conjunction with an application for Listed Building Consent referenced 23/02796/LBC. The granting of Advertisement Consent would not confer any approval or permission for Listed Building Consent.

The signage has been in place since at least November 2022.

Consultations

Prescot Town Council - No Comments Received

Highway Authority - No objections to the proposed development subject to the applicant seeking an oversailing licence.

Conservation & Design Officer - No observations received.

Representations

This application has been publicised by letters sent to 7 neighbours. It has also been advertised by Site Notice and a Press Notice. No representations have been received.

Relevant Planning History

APP. NO: 74/07619/HIST (Alt Ref: K/ADV/7376)

PROPOSAL: ILLUMINATED TRADE SIGNS AND HOUSE NAME
DECISION: Granted
DECISION DATE: 30 June 1983

APP. NO: 18/00730/FUL
PROPOSAL: CHANGE OF USE OF PART OF FIRST FLOOR FROM DWELLINGHOUSE (USE CLASS C3) TO FORM 3 BED HOTEL (USE CLASS C1), TOGETHER WITH ERECTION OF 2.3M CAST IRON GATES TO COURTYARD AND CONSTRUCTION OF RAMP TO FRONT OF BUILDING.
DECISION: Granted
DECISION DATE: 9 April 2019

APP. NO: 18/00731/LBC
PROPOSAL: PARTIAL CHANGE OF USE OF FIRST FLOOR TO HOTEL (USE CLASS C1), TOGETHER WITH INTERNAL ALTERATIONS TO GROUND AND FIRST FLOOR, AND ERECTION OF BOUNDARY TREATMENTS TO SIDE AND REAR, CONSTRUCTION OF RAMP AND RE-SURFACING OF CAR PARK
DECISION: Granted
DECISION DATE: 9 April 2019

APP. NO: 23/02765/LBC
PROPOSAL: ALTERATIONS TO GROUND FLOOR WINDOW OPENING TO SOUTHEAST ELEVATION INVOLVING RETENTION OF EXTRACT AIR INTAKE VENTS AND REPAIRS
DECISION: Pending
DECISION DATE:

APP. NO: 23/02773/LBC
PROPOSAL: EXTERNAL REPAIRS / MAINTENANCE; RE-INSTATEMENT OF PARTIALLY DISMANTLED BRICK CHIMNEY STACK; RETENTION OF SATELLITE DISH AND CCTV AND DE-CLUTTERING OF SUNDRIES AROUND STABLE BLOCK. RETENTION OF COOLING UNITS AND REMOVAL OF CANOPY FROM PUBLIC HOUSE AND REMOVAL OF PERGOLA AND DECKING
DECISION: Pending
DECISION DATE:

APP. NO: 23/02796/LBC
PROPOSAL: RETENTION OF 1 NO. EXTERNALLY ILLUMINATED HANGING SIGN; 2 NO. NON-ILLUMINATED AMENITY BOARDS; AND 1 NO. BUILDING MOUNTED SIGN
DECISION: Pending
DECISION DATE:

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.

NATIONAL PLANNING POLICY FRAMEWORK

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

S10 - Advertisements
DQ3 - Gateway Sites and Corridors
DQ5 - Development in Conservation Areas
ENV3 - Light Pollution

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS2 - Development Principles
CS19 - Design Quality and Accessibility in New Development
CS20 - Managing the Borough's Historic Environment

SUPPLEMENTARY PLANNING DOCUMENTS

Design Quality in New Development SPD (2016)
Shopfronts and Signage Design SPD (2016)

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

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that decisions are made only in the interests of amenity and public safety, taking account of any material factors. The National Planning Policy Framework (NPPF) and Planning Practice Guidance (PPG) reiterate this approach. Therefore, the key considerations are therefore in regard to this application are the effects on amenity of the surrounding area and public safety.

Regulation 3 (2) of the Regulations states that factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.

While the statutory duty under s66(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 does not apply to this application, the impacts on the listed building and the setting of other listed buildings is likely to be a relevant material consideration when considering the effect on 'amenity'.

Therefore, the Council's policy alone cannot be decisive. However, planning policy is a material consideration in the assessment of this proposal.

Saved Policy DQ5 requires that new development within or close to a Conservation Area must preserve or enhance the character of the Area. DQ3 of the Knowsley UDP also seeks to enhance the visual appearance of strategic routes linking Knowsley's town centres.

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

Policy CS19 complements the design principles of Policy CS2 that include "understanding and respecting the character and distinctiveness of places" and "promoting good quality design". The Knowsley UDP includes specific saved policies on advertisements (Saved Policy S10).

Together with Policy CS19, CS20 seeks 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.

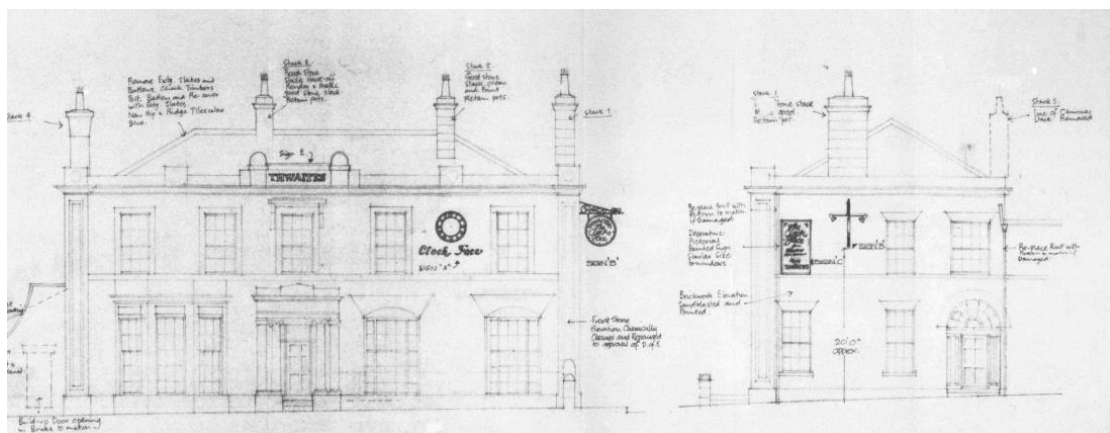
Amenity

The property is located within Prescott Conservation area in a highly visible location on Derby Street a gateway into Prescott Town Centre and is Grade II listed.

Saved Policy S10 of the UDP requires that proposals to display advertisements should not have any adverse effect on visual amenity either individually or together 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/street scene; colours and materials should be appropriate to their context; they should not create clutter on/in the building/street scene; they must preserve or enhance the character and appearance of the Conservations Area; not adversely affect the special historic or architectural character of listed building.

The signage relates to the use of the premises as a public house. There have been signs on the building for a number of years since the premises were granted consent for the conversion to a public house in the early 1980's (Ref: K/APP/6213).



74/07619/HIST (Alt Ref: K/ADV/7376) Illuminated Trade Signs and House Name



Google Streetview 2009



Google Streetview 2015

The application is for the retention of replacement signage that have been in-situ since at least November 2022.



Google Streetview November 2022

An assessment needs to be made as to whether the signage would have an effect on the significance of the heritage assets. The design of the advertisements largely replicates the previous arrangement and appearance and is therefore acceptable. The application does not describe in detail the methods of fixing to the listed building however given that the application is retrospective, any harm resulting from this aspect of the proposals is already done. Comment is made within the application that the fixings positions can be made good following removal of the signage. The proposals are therefore considered to preserve the listed building and its features of special architectural or historic interest. The signs, given that they largely replace previous signage in both their scale and location also have a neutral effect on the character and appearance of the Conservation Area and the settings of the nearby listed buildings.

The proposal has been assessed against the requirements of the advert regulations and taking into account the significance of the listed buildings and the Conservation Area. It is considered that the proposed signage would not be dissimilar to signage that has been on the premises over a number of years and that it maintains the character and appearance of the listed building; the setting of surrounding listed buildings and the Prescot Town Centre Conservation Area. As such the visual impacts of the advertisement on the amenity of the area is considered to be acceptable and the proposal does not cause harm to heritage assets.

Furthermore, the illuminated hanging sign on the southeast elevation does not have a harmful effect upon the amenity enjoyed by surrounding residents.

Public/highway safety

The application site is located on a main thoroughfare and gateway to Prescot Town Centre. The illuminated hanging sign and an amenity board are located on the south east elevation facing onto the street. The other signage is on the south west elevation facing into the car park associated with the use.

The proposed signage that is illuminated is acceptable in terms of luminance levels. The Council's Highways Engineer has been consulted and raised no objection.

The proposed signage would not be harmful to public safety and would comply with relevant policies and standard conditions outlined in the Regulations and the NPPF which seek to control advertisements in the interest of public safety.

Conclusion

The design and materials of the signs, together with the design of the graphics are considered to be simple and in-keeping with the character of this building, and will preserve the architectural and historic interest of listed buildings and their settings and conserve the character and appearance of the Prescott town Centre Conservation Area in accordance with sections 16 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

The development does not materially affect the amenity of adjacent residents or have a detrimental impact on safety.

In accordance with the above assessment, it is considered that the proposed development is compliant with Policies CS2, CS19 and CS20 of the Core Strategy together with Saved Policies S10, DQ3 and DQ5 of the UDP. It is therefore recommended that Advertisement Consent be granted.

Recommendation

That advertisement consent be granted subject the following conditions:

- 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.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
14/02/2024	1459.404	C	PROPOSED PUB ELEVATIONS
19/12/2023	1519.402	B	PROPOSED SITE PLAN
22/11/2023	1519.400	-	SITE LOCATION PLAN
22/11/2023	-	-	JOB NO. 20201008 PARKINGSON SIGNS (3 OCTOBER 2023)
22/11/2023	Issue 1	-	HERITAGE STATEMENT
22/11/2023	-	-	DESIGN AND ACCESS STATEMENT
22/11/2023	LG/KN114/23	-	COVERING LETTER

**Signed Case
Officer¹:**

M Wishart

**Signed Authorising
Officer²:**

K Foster

Date:

15 February 2024

Informatives

- 1 NOTE FOR APPLICANT: The applicant's attention is drawn to the following comments;
- 2 At the full expense of the property owner/occupier, a Section 177 Licence under the Highways Act 1980 must be obtained from the Council as Local Highway Authority. The applicant should contact Austin.McGowan@knowsley.gov.uk for further information.

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





Image Capture March 2019 Google



Image Capture August 2009 Google