

<u>APPLICATION NO:</u>	23/02796/LBC	<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. 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).

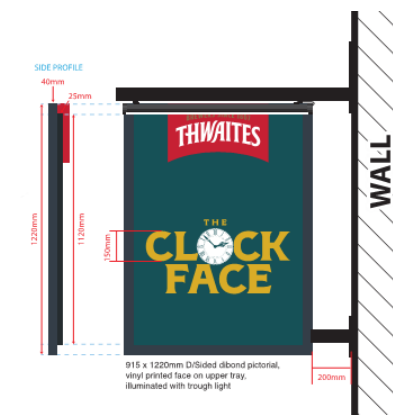
The application site is also allocated as a Primarily Residential Area with part of the site also within 'Land Bounded by the A58 (Prescot)' Sustainable Urban Extension (SUE) on the Knowsley Local Plan policies map.

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 Listed Building Consent for the retention of signage at the application site which comprises:

1 no. externally illuminated hanging sign on the southeast elevation

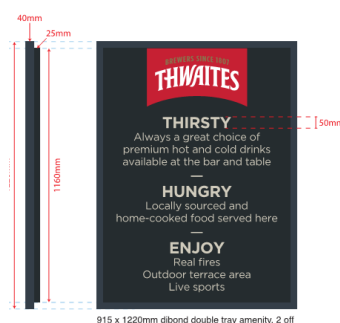


Dimensions of 1220mm x 915mm vinyl printed double sided dibond pictorial sign with vinyl printed face on upper tray.

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.

The signs reads "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.



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 Advertisement Consent referenced 23/02795/ADV. The granting of Listed Building Consent would not confer any approval or permission for Advertisement 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:	23/02795/ADV
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. In addition, the Shopfronts and Signage Design SPD (2016) is a material consideration for the purposes of this application and provides additional guidance in relation to shop fronts and signage within the Borough.

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.

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).

Policy CS20 sets out the Local Planning Authority's approach to managing the

Borough's historic environment and requires development proposals to preserve or enhance the Borough's historic and architectural assets including buildings and structures of historic importance. Policy CS20 requires preservation of local distinctiveness and character of the Borough's historic assets through sensitive design of new development, including appropriate integration with their setting and immediate landscape.

The NPPF at paragraph 203 states that in determining planning application, local planning authorities should take account of:

- a) The desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;
- b) The positive contribution that heritage assets can make to sustainable communities including their economic viability; and
- c) The desirability of new development making a positive contribution to local character and distinctiveness.

At paragraph 205 the NPPF 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 (and the more important the asset, the greater the weight should be). This is irrespective of whether any potential harm amounts to substantial harm, total loss or less than substantial harm to its significance.

Paragraph 206 states that any harm to, or loss of, the significance of a designated heritage asset (from its alteration or destruction, or from development within its setting), should require clear and convincing justification. Substantial harm to or loss of:

- a) A grade II listed building, or grade II registered parks or gardens should be exceptional.
- b) Assets of the highest significance, notably scheduled monuments, protected wreck sites, registered battlefields, grade I and II* listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional.

Paragraph 207 of the NPPF states that where a proposed development will lead to substantial harm to (or total loss of significance of) a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or total loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- a) The nature of the heritage asset prevents all reasonable uses of the site.
- b) No viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation.
- c) Conservation by grant funding or some form of not for profit, charitable or public ownership is demonstrably not possible; and
- d) The harm or loss is outweighed by the benefit of bringing the site back into use.

Paragraph 208 of the Framework states that where a development proposal will lead to less than substantial harm to the significance of the designated heritage asset, this harm should be weighed against the public benefits of the proposal including, where appropriate, securing its optimum viable use.

These policies and guidance require that new development demonstrates a high standard of design, which does not adversely affect the character of the property or street scene; maintains a good standard of amenity for all existing and future occupants; avoiding overlooking and overshadowing, as well as an unacceptable overbearing impact.

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

Ensuring a Choice of Travel SPD (2010)
Design Quality in New Development SPD (2016)
Shopfronts and Signage Design SPD (2016)

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

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

As this is a Listed Building Consent application, the only issue is the impact of the proposal on the architectural and historic interest of the listed building. The impact on the heritage assets must be considered in the context of the requirements set out by the Planning (Listed Buildings and Conservation Areas) Act 1990. Section 16 (1) of the Act states that:

“In considering whether to grant planning permission for development which affects a listed building or its setting, the local planning authority shall have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses.”

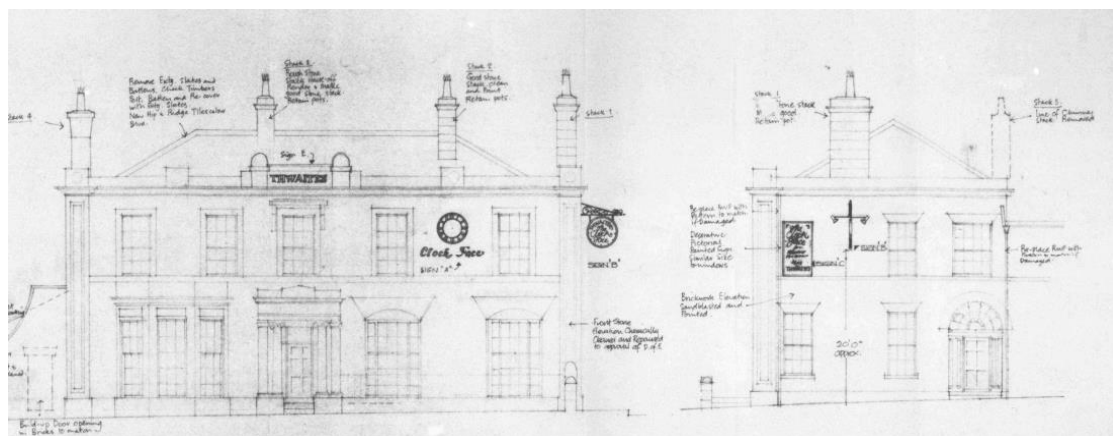
Heritage Significance

The submitted Heritage Statement gives a suitable account of the historic and architectural significance of the heritage assets.

Design and Impact of the proposals

The signage relates to the continued use of the premises as a public house. 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.

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. An assessment needs to be made as to whether the signage would have an acceptable effect on the significance of the heritage assets.



Google Streetview November 2022

The proposed signage would not be dissimilar to signage that has been on the premises over a number of years.

The proposal is considered to result in some harm to the building as a result primarily of the fixings having a further cumulative impact on the physical fabric of the building. The application does not describe in detail the methods of fixing to the listed building however given that the signage is already erected, any physical harm resulting from this aspect of the proposals is already done. It is also clear that fixing locations have been re-used where possible. Comment is made within the application that the fixings positions can be made good following removal of the signage.

Signage was initially approved for the building in 1983. It should be noted that the previous scheme pictured did not benefit from Consent. The scheme currently under consideration is nonetheless similar to the original, albeit there are some location, design and material changes, and the current signage is plainer and bulkier overall. The design details and location of the proposals, being in effect a continuation of the approved arrangement does not of itself add much further harm.

The level of harm is therefore very limited and falls within the NPPF test for 'less than substantial harm' whereby the harm should be weighed against the public benefits of the proposals including, where appropriate, securing its optimum viable use. In this case the current use is considered 'the optimum viable use' and the proposed signage will help promote the business which will in turn ensure that the business is successful and continues to trade and continue to attract customers.

Allowing this signage is therefore considered to be of public benefit in that it would outweigh the harm identified by supporting the local economy and also ensuring the listed building continues to be occupied and maintained. As such, the NPPF tests are considered to be met (as set out in paras 205 and 209).

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. The signs are not considered to impact detrimentally on the visual appearance of the listed building or setting of other listed buildings to a significant degree.

Therefore, in summary, having regard to the NPPF and in particular paragraphs 205-206 and 208-209, it is considered that the proposal results in less than substantial

harm to the listed building. However, the provision of signage on this listed building are considered to offer public benefits that outweigh the harm to the heritage asset. It is considered that a clear and convincing justification has been provided to outweigh the less than substantial harm to the listed building. As such the proposal is considered to comply with policies CS2, CS19 and CS20 of the Local Plan Core Strategy, Saved policies DQ3 and DQ5 of the Knowsley UDP, the listed building legislation, and the NPPF. It is therefore recommended that Advertisement Consent be granted.

Conclusion

The proposal incorporates a sympathetic design which preserves the historic and architectural interest of the grade II listed building. Public benefits are considered to outweigh the less than substantial harm to the listed building whilst securing its optimum viable use.

In accordance with the above assessment, it is considered that the proposal is considered to comply with policies CS2, CS19 and CS20 of the Local Plan Core Strategy and Saved Policies DQ3 and DQ5 of the Knowsley UDP. Due regard has been given to the LPA's duty within s16 of the Planning (Listed Buildings and Conservation Areas) Act. The proposal is considered to preserve the listed building, its setting and its features of special architectural or historic interest. Therefore, the proposal is recommended for approval.

Recommendation

That listed building consent is granted subject to the following conditions:

- 1) The works must be begun not later than the expiration of three years beginning with the date of this permission.

Reason: Required to be imposed pursuant to Section 18 of the Planning (Listed Buildings and Conservation Areas) 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) Any fixing positions associated with the signage hereby permitted shall 'make good' the stonework and mortar following their removal in accordance with details which have first been submitted to and agreed in writing by the Local Planning Authority.

Reason: To preserve the special architectural and historic character of a Grade II Listed Building and to comply with the National Planning Policy Framework (2023), Saved Policy DQ5 of the Knowsley Replacement Unitary Development Plan, adopted June 2006 and Policies CS2 and CS19 of the Knowsley Local Plan: Core Strategy, adopted January 2016.

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	LG/KN114/23	-	COVERING LETTER
22/11/2023	November 2023	-	HERITAGE STATEMENT
22/11/2023	November 2023	Issue 1	DESIGN AND ACCESS STATEMENT

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.

Contd.....

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



Google Imagery@2024





Image Capture March 2019 Google



Image Capture August 2009 Google