

<u>APPLICATION NO:</u>	21/00790/ADV	<u>CASE OFFICER:</u>	Lee Osborne
<u>WARD:</u>	Prescot North	<u>PARISH:</u>	Prescot Town Council
<u>LOCATION:</u>	Whitakers Garden Centre, Liverpool Road, Prescot		
<u>PROPOSAL:</u>	RETENTION OF SIGNAGE COMPRISING OF 1 NO. V-STACK SIGN, 5 NO. GATEWAY FLAG SIGNS, 4 NO. NON-ILLUMINATED FENCE MOUNTED FASCIA SIGNS, 1 NO. INTERNALLY ILLUMINATED FASCIA SIGN, 1 NO. NON ILLUMINATED FASCIA SIGN AND 3 NO. FRESSTANDING NON-ILLUMINATED WAYFINDING SIGNS AND OTHER ASSOCIATED FASCIA SHOWHOME SIGNAGE		

Site Description

The application site sits within the residential housing estate under construction on the former Whitaker's Garden Centre, Prescot. The site consists of three differing house types and their curtilage, together with an additional small area of land to provide a parking area.

Proposal

The application seeks to retain signage associated with the sales area and the development site. This consists of 1 v-stack sign, 5 flag signs mounted on flag poles, 4 fence mounted signs, 1 internally illuminated fascia sign on the sales office building 1 non-illuminated fascia sign on the building, 3 free standing signs and other signage associated with a residential development site sales area.

Consultations

Prescot Town Council - Object on the following grounds: -

Highway safety - The amount of signage and flags is excessive and would be distracting to passing traffic on the highway.

Visual amenity - The amount of signage and flags is excessive and will be visible to neighbouring properties.

Character - The signage and flags will not be in keeping with the heritage of Prescot.

Representations

This application has been publicised by letters sent to 21 neighbours. No objections have been received.

Relevant Planning History

19/00684/NMA - NON-MATERIAL AMENDMENT FOLLOWING THE GRANT OF PLANNING PERMISSION 19/00684/FUL (ERECTION OF 227 NO. DWELLINGS TOGETHER WITH VEHICULAR/PEDESTRIAN ACCESSES, LANDSCAPING & ASSOCIATED INFRASTRUCTURE) TO ALLOW FOR AMENDMENTS TO THE

APPROVED PLANS INCLUDING ADDITIONAL TREE PLANTING AND REVISED BRICK TYPES. Awaiting decision.

21/00017/ADV - INSTALLATION OF 4 NO. GATEWAY FLAG SIGNS AND 1 NO. V-STACK SIGN. Granted: 13.05.2021.

19/00684/FUL - ERECTION OF 227 NO. DWELLINGS TOGETHER WITH VEHICULAR/PEDESTRIAN ACCESSES, LANDSCAPING & ASSOCIATED INFRASTRUCTURE. Granted: 18.12.2020.

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

CS19 - Design Quality and Accessibility in New Development

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

S10 - Advertisements

Article 35 Statement

NA

Assessment

Amenity Issues

The proposed advertisements are considered to be appropriate for a residential development site. Flag signs are a common occurrence on such sites and can be found on many residential sites throughout the Borough advertising the development site and development company.

The number of flag poles is considered appropriate, sited alongside the eastern boundary of the sales area adjacent the main access road to the development, and are 5.5m in height. The 4m high V shaped stack sign is located adjacent the easternmost parking bay to the south of the flagpoles. Signage is on the dwelling used as the sales office in the form of one illuminated fascia sign and one non-illuminated fascia sign. Signage is also installed on site fencing and there are three free standing signs within the sales area together with sundry signage.

The signage is within the overall development site set back from Liverpool Road. It is considered that the signs are not detrimental to the visual amenity of the area, particularly when taken in the context that they are temporary signs associated with the development of the housing estate and would be removed when no longer required and the three houses that are within the sales area are sold. The adverts are acceptable in terms of design, appearance and impacts on amenity in accordance with Policy CS19 of the Core Strategy and saved Policy S10 of the UDP.

Conclusion

The signage is acceptable in terms of design, scale and siting and does not have any adverse impacts on amenity or public safety; as such the application accords with the advertisement regulations and planning policy and is recommended for approval.

Recommendation

That Advertisement Consent be granted subject to the following condition(s):-

- 1) The maximum luminance of the advertisement 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 Professionals (ILP) Technical Note 5 'The Brightness of Illuminated Advertisement'.

Reason: In the Interests of Highway Safety and to comply with Policy CS19 of the Knowsley Local Plan Core Strategy adopted January 2016 and saved Policy S10 of the Knowsley Replacement Unitary Development Plan adopted June 2006.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
07/10/2021	LPE-03	-	Sales Area Signage Details and Plan
07/10/2021	LPE-07	-	Location Plan

Signed Case Officer¹: **Lee Osborne**

Signed Authorising

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

Officer²:

Alan Kilroe

Date:

22/3/23

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

