

<u>APPLICATION NO:</u>	23/00084/ADV	<u>CASE OFFICER:</u>	John Fleming
<u>WARD:</u>	Shevington	<u>PARISH:</u>	
<u>LOCATION:</u>	3 – 5 Loweswater Way, Tower Hill, Kirkby, Knowsley, L33 2DL		
<u>PROPOSAL:</u>	DISPLAY OF SIGNAGE COMPRISING OF 1NO. NON ILLUMINATED FASCIA SIGNAGE AND 5NO. NON ILLUMINATED WINDOW DISPLAY SIGNAGE		

Site Description

The application relates to the use of an existing convenience and vacant retail unit, which forms the two central units of the parade of shops located at the junction where Loweswater Way and Windermere Drive meet.

The shops accommodate glazed frontages with a total of 5 and 6 vertical glazed panels respectively. The frontage is visible from the junction where Loweswater Way and Windermere Drive meet and partially visible from the entrance at Thirlmere Walk.

The application properties consist of the two centre units of a parade of shops situated in a corner location at the junction where Loweswater Way and Windermere Drive meet. The units provide a community store and sandwich bar although the latter is currently vacant.

The site sits in a relatively prominent location within the context of the local residential housing estate and would be visible as a pedestrian/vehicular route towards Bank Lane.

Proposal

Following the grant of planning under application reference 23/00008/FUL this application seeks advertisement consent for the display of signage across 5no. glazed window units together with a new replacement fascia.

The proposals would comprise 1no. non illuminated fascia sign which would replace the existing two fascia's serving each retail unit. The proposed fascia would measure .9m in height and span a width of 11.8m with a distance of 2.6m from ground floor level to the bottom of the sign. The lettering would have maximum heights of .6m. The fascia would have company name lettering as well as local branding in red, green, yellow and black lettering against a white background edged in red at the bottom.

In addition, 5no. non illuminated window displays are also proposed in total. The proposed signage on the existing convenience store would be provide 4no. displays measuring 2.3m in height and 1.3m in width and would depict imagery of goods available at the location. One display sign would be placed on the extended store front listing range of goods on offer with company branding. The lettering is white against a green backdrop measuring a maximum of .3m.

Consultations

None required.

Representations

This application has been publicised by letters sent to 11 neighbours and displayed by site notice. No representations have been received.

Planning History

Ref: 23/00008/FUL – Installation of a new shop front and conversion of two retail units to one. Granted 10th March 2023.

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.

Relevant Policies:

CS2 – Development Principles

CS19 – Design Quality and Accessibility in New Development

S10- Advertisements

Article 35 Statement

The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating with the applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

Assessment

The National Planning Policy Framework sets out clear expectation for the assessment of applications relating to advertisement consent. Paragraph 136 states that the quality and character of places can suffer when advertisements are poorly sited and designed.... Advertisements should be subject to control only in the interests of amenity and public safety taking account of cumulative impacts.

Amenity

There have been no objections received as a result of publicity.

The scale and proportion of the fascia is acceptable and in keeping with the existing character of the site and parade of shops. Whilst the fascia would be extended across the two shop fronts it would be of an equal measurement in terms of height of existing and would simply extend the existing advertisement currently occupied on no. 3 Loweswater. The fascia signage would also remove the existing black dominate signage of the sandwich shop and would be in proportion to the white fascia's located in the units either side.

Whilst some of advertisements on the building are large, they are no larger than that already in situ. The proposed signage would be located on the front elevation occupying 4no. glazed panels at no3. Loweswater Way and 1no. glazed panel at no. 5 Loweswater Way and would measure 2.4m in height by 1.3m in width. The signage would be in proportion in terms of design and would not include any displeasing imagery which would cause adverse effect to the amenity of the area.

Public Safety

The signs would not adversely affect highway safety as they are non-illuminated and difference to current signage in terms of massing would be minimal. The proposals therefore do not harm public safety and are in compliance with Saved Policy S10 of the Unitary Development Plan.

Conclusion

The proposed development is considered to be in accordance with the Development Plan and is compliant with the relevant local planning policies set out in CS2 and CS19 of the Knowsley Local Plan Core Strategy (adopted 2016) and Saved Policy S10 of the Knowsley Replacement UDP and therefore the application is recommended for approval.

Recommendation

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

- 1) The proposal 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
06.04.2023	A1457 02b		EXISTING AND PROPOSED ELEVATIONS
06.04.2023	A1457 04		PROPOSED SIGNAGE
17.02.2023	A1457.01		LOCATION PLAN AND SITE PLAN

Signed Case Officer¹: **John Fleming**

Signed Authorising Officer²: **K Foster**

Date: **12 April 2023**

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

