

<u>APPLICATION NO:</u>	24/00648/ADV	<u>CASE OFFICER:</u>	Miss Kim Vo
<u>WARD:</u>	Prescot North	<u>PARISH:</u>	Prescot Town Council
<u>LOCATION:</u>	Thomas Lyon And Son, Sovereign Works, Kelly Street		
<u>PROPOSAL:</u>	DISPLAY OF SIGNAGE COMPRISING 3NO INTERNALLY ILLUMINATED FASCIA SIGNS AND 1NO INTERNALLY ILLUMINATED POST MOUNTED SIGN		

Site Description

The application relates to a single storey end terraced building located at a corner plot where Kelly Street meets Warrington Road. The building is currently vacant but was formerly used as a memorial and headstone suppliers under Thomas Lyon & Son. The site is mainly accessed to the side via Kelly Street and has existing hard surfacing to the rear.

The application site is located within a Primarily Industrial Area, as shown on the Local Plan Policies Map and defined by Saved Policy EC3 of the Knowsley Replacement Unitary Development Plan (UDP) (Adopted June 2006).

Proposal

The proposal seeks to install 3no. internally illuminated fascia signs to the front and 1no. internally illuminated post mounted sign. The fascia signs will be finished in uPVC cut illuminated letters, with 1no. signage measuring 920mm (height) by 3.29mm (width) and 2no. signages measuring 770mm (height) by 900mm (width). The post mounted sign would have a total height of 2100mm, with the box sign measuring 760mm (height) by 1000mm (width). All signs will have an illuminance level of 50 cd/m².

Consultations

Environmental Health (13.01.2025): No objections.

Highway Authority (08.01.2025): No highways objection subject to a condition controlling luminance levels.

Street Lighting: No comments received.

Prescot Town Council: No comments received.

Representations

This application has been publicised by letters sent to 23no. neighbours. It has also been advertised by a Site Notice displayed on a nearby lamp post on 10.01.2025. No letters of representations have been received.

Planning History

24/00647/FUL - Change of use from the existing Class E(a) to hot food takeaway (Use Class Sui Generis) along with the installation of flue and timber cladding to the front and side external facades. Awaiting decision.

07/00814/FUL - Erection of single storey building (demolition of existing building) to

form reception, office and workshop. Granted, 14 Nov 2007.

03/00860/FUL - Erection of workshop, office and reception area with associated car parking. Granted, 22 Oct 2003.

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.

Saved Policies - Knowsley Replacement UDP (June 2006)

Policy S10: Advertisements

National Policies

The National Planning Policy Framework (NPPF)

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

Advertisements are controlled under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Regulation 3 requires local planning authorities to control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors. Paragraph 141 of the NPPF 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

Saved Policy S10 of the Knowsley Replacement UDP states that proposals to display

advertisements will be permitted provided that they would not harm amenity in the following respects:

- a) They would not have an adverse effect on visual amenity either individually or together with other advertisements;
- b) Any illumination would be appropriate to the area and would not harm amenity through overly-bright, flashing or inappropriate forms of illumination;
- c) The advertisement would not be out of scale or harmony with the building or the existing street scene;
- d) They would use colours and materials which are appropriate to their context;
- e) They would not create clutter on a building or within the street scene;
- f) Where they would be within or adjacent to a Conservation Area, they would preserve or enhance the character and appearance of the area;
- g) Where they would be on or close to a Listed Building they would not adversely affect the special historic or architectural character of the building; and
- h) Where they occur in the Green Belt they would respect the visual amenity of the countryside.

The application building currently features existing fascia and post mounted signages in relation to its previous use as a memorial and headstone suppliers. The proposal would replace these and would therefore, have no greater significant impact than the existing advertisements. The proposal would also be seen in context with the industrial nature of the site to the west side of Warrington Road. Whilst the dwellings at no.1 to no.11 Derby Square are situated across the road, there are no direct facing openings which would be overlooked by the advertisements. The proposed signs would also be constructed of suitable colours and materials and is of an appropriate size in relation to the application building. Given that the proposal is for 4no. small scale signages, the proposal is not deemed to result in visual clutter along the street scene. It is acknowledged that the proposed signages will be internally illuminated. However, they will have a maximum illuminance level of 50 cd/m². Environmental Health have also raised no objections. As such, it is considered that the proposal would not have a significant, detrimental impact on visual amenity or the locality, in accordance with Saved Policy S10 of the Knowsley Replacement UDP and the NPPF.

Public Safety

Saved Policy S10 of the Knowsley Replacement UDP states that proposals to display advertisements will be permitted provided that they would not harm public safety in the following respects:

- i) The proposals would not adversely affect highway safety or other forms of public safety.

The proposed signages would be seen in context with the application site's intended commercial use, as well as with the adjacent industrial area. Whilst the proposal will be illuminated, they will have a maximum illuminance level of 50 cd/m² and will be sited within a street scene that is well-lit by existing lamp posts. The Highway Authority has also raised no objections, subject to a condition controlling maximum luminance levels. Subject to this condition, it is considered that the proposed signages would not adversely affect highway safety and would not result in a severe impact on public safety, in accordance with Saved Policy S10 of the Knowsley Replacement UDP and the NPPF.

Conclusion

The proposal is acceptable with regard to amenity and public safety in accordance

with national and local policies. Therefore, the application is 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 the safety and amenity of the residents and users of the adjacent highway in accordance with Saved Policy S10 of the Knowsley Replacement Unitary Development Plan (Adopted June 2006) and the National Planning Policy Framework.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
02/12/2024	PP-13599984v1	-	Location Plan
04/12/2024	-	-	Site Plans
04/12/2024	-	-	Proposed Elevation
02/12/2024	-	-	Proposed Plan

Signed Case Officer¹: **Kim Vo**

Signed Authorising Officer²: **K Foster**

Date: **11 February 2025**

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

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