

REGENERATION AND ECONOMIC DEVELOPMENT DEPARTMENT

APPLICATION NO: 21/00593/ADV

APPLICANT: Cromer House Dental Practice

WARD AFFECTED: Roby

DEVELOPMENT: INSTALLATION OF NON ILLUMINATED FIRST FLOOR FASCIA SIGN

LOCATION OF SITE: Fernbank, 22 Archway Road, Huyton, L36 9XB

KNOWSLEY LOCAL PLAN ALLOCATION –

Primarily Residential Area

RELEVANT POLICIES

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS2 - Development Principles

CS19 - Design Quality and Accessibility in New Development

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

H5 - Development within Primarily Residential Areas

S10 – Advertisements

ARTICLE 35

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.

PLANNING HISTORY

Previous planning applications have been approved at the site including for a change of use to a dental practise, two storey side, and single storey rear extension. (21/00152/FUL – 24/06/21).

TECHNICAL CONSULTATIONS:

Highways - No objection. The proposed fascia sign is non illuminated and as such carries no risk of glare reflecting to the highway

- The signage is set at a minimum height of >4.6m above the ground and as such far exceeds any minimum requirements for clearance for both pedestrians and cyclists
- The signage is set back approximately 10m from the adopted highway and such does not overhang or carry risk of passing vehicles making contact

NEIGHBOUR NOTIFICATION:

This application has been publicised by a site notice and by letters sent to 5 neighbours. No objections have been received.

Document Reference	Document Issue Number	Document Issue Date
PS/DC/OP04/05	003	23/9/02

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ISSUES AND ASSESSMENT:

PROPOSAL

The application is for the installation of non-illuminated first floor fascia sign.

POLICY CONSIDERATIONS

The application complies with Policies CS2, and CS19 of the Core Strategy and saved Policies H5 and S10 of the UDP.

AMENITY

The proposed advertisement would be a large addition to a building which is a pleasant feature on Archway Road it would obscure the windows of the property which have a decorative surround and were this application to propose the signage as a permanent feature then it would not be acceptable because it would cause harm to the street scene. However, in their submission the applicant has clarified that the signage is only proposed for 12 months (which can be secured by condition) whilst renovation and building works (which have been granted planning permission) are undertaken. In this context it is considered that the sign is acceptable.

PUBLIC SAFETY

The proposal would be set back from the highway by around 10 metres and would be over 4 metres above ground level. It would be non illuminated and there would be no risk of glare reflecting to the highway. The proposal would therefore not harm public safety. This is supported by the views of the council's highways department who have no objection to the development.

CONCLUSION

The proposal is acceptable in relation to amenity and public safety. The application complies with local planning policies and is recommended for approval.

RECOMMENDATION:

That Planning Permission 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.

- 2) The advertisement hereby approved shall only be displayed for a period of 12 months from the date of it first being displayed. The advertisement shall be removed after this date.

Reason: To ensure that unacceptable harm is not caused to local character.

SCHEDULE 1

Date	Ref. No	Version	Drawing/Document Title						
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Received			
20/07/2021	AL-00-001	P3	Site Location Plan
20/07/2021	AE-01-001	P2	Existing Elevations
22/02/2022	AE-20-001	P2	Proposed Elevation
22/02/2022	DW82287S	-	Signage Detail

Informatives

N/A

Andrew Hunt

08 March 2022

Alan Kilroe

11 March 2022

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PS/DC/OP04/05	003	23/9/02
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