

<u>APPLICATION NO:</u>	24/00094/ADV	<u>CASE OFFICER:</u>	Reece Black
<u>WARD:</u>	Halewood North	<u>PARISH:</u>	Halewood Town Council
<u>LOCATION:</u>	R And R Kitchen, 16 Mackets Lane, Halewood		
<u>PROPOSAL:</u>	DISPLAY OF SIGNAGE COMPRISING 1NO INTERNALLY ILLUMINATED FASCIA SIGN		

Site Description

The application site is located at 16 Mackets Lane, Halewood, which sits in a commercial parade adjacent a slip-road parallel to Mackets Lane. The site is located within an area that is allocated as a Primarily Residential Area in the Development Plan. The premises is a ground floor retail unit and is currently advertised as R & R Kitchen for the fascia signage. There are other commercial and retail units on the ground floor and predominately residential properties on the first floor of the parade. The site is located adjacent an alley way that breaks up the two larger sections of the parade.

The unit is adjoined by a Taxi firm business, which is believed to be situated upstairs, but signage is adjacent the existing fascia board of the R & R Kitchen sign.

The site is bounded by other residential properties to the North, East and West with a railway line to the South approximately 70m away.

Proposal

The application seeks permission for advertisement consent for the installation and display of 1. No of internally illuminated fascia sign. This would replace the existing R and R Kitchen sign, which was the previous business.

The sign would feature a black background on an illuminated sign board with white and red laser cut perspex fitting on the sign board. This would state Tops Pizza Delivery with a logo to the left. They would be illuminated internally; the illuminance would be static and would have an illuminance level of 300 cd/m².

The proposed fascia sign would have a width of 4.7m, a height of 0.84m and a depth of 0.06m. The proposed signage would be set in by 0.5m.

Consultations

Halewood Town Council – No Comments Received.

Highway Authority – No objection, subject to Condition attached to regulate illumination of the fascia sign.

Town Centre Management – No Comments Received.

Representations

This application has been publicised by letters sent to 8 neighbours. It has also been

advertised by Site Notice, which is due to expire on the 04.05.2024. No representations have been received.

Planning History

No relevant recorded planning history.

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

CS2 - Development Principles

CS19 - Design Quality and Accessibility in New Development

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

DQ2 - Security in the Built Environment

S10 - Advertisements

In addition, the Shopfront and Signage Design Supplementary Planning Document (June 2023) is a material consideration for the purposes of this planning application and provides additional guidance in relation to shopfront and signage design within Knowsley Borough.

Advertisements consents are determined under the Town and Country Planning (Control of Advertisements (England) Regulations 2007). In determining an application for advertisement Consent a Local Planning Authority will have regard only to considerations of amenity and public safety.

The application for advertisement consent complies with the Local Plan Core Strategy (2016) policies CS2 and CS19 and Saved Policies DQ2 and S10 of the Knowsley Replacement UDP (2006). The Shopfront and Signage Design SPD is also a material consideration in the planning decision.

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

Amenity

The proposed 1 No. internally illuminated fascia sign would be considered to be of a scale and proportion that is in keeping with the building. The signage would not be considered to result in cluttering on the building front and would also be considered sensitive and appropriate to the character of the shopping parade in terms of colour selection, scale, and illuminance levels.

The proposed development would not be considered to be radically different than the existing fascia advertisement and would not be deemed to cause an unacceptable impact on amenity.

The Shopfront and Signage Design SPD states that fascia signs should be no more than 20% of the overall height of the shopfront. The submitted plans show that the height of the proposal would be 0.74m and the total height of the tallest part of the external frontage from ground level is 3.65m. 20% of this is 0.73 and therefore, 0.74m is a fractional increase which would not be considered an unacceptable excess of this requirement. The proposed signs are considered appropriate in their scale, design and positioning and would not appear to be overbearing or dominant to the rest of the shopping parade. The 1 No. fascia signs would be internally illuminated to 300 cd/m² and would not be deemed to have an unacceptable harmful impact to amenity.

The signage is noted as to having proposed illuminance levels of 300 cd/m² and although close to residential properties, this is considered acceptable. This is a limit that would not produce an unacceptable impact on amenity, particularly given the shopping parade context of the site overall.

Safety

The design and location proposed for the display of the new signage would not be deemed to have an adverse impact on highway safety. This is supported by the Council's Highway Authority who have no objection to the proposal, on the basis of a standard planning Condition.

A planning Condition has been requested to be applied to ensure the maximum illuminance of the advertisement does not exceed 300 cd/m² between dusk and dawn, as defined by the official lighting up times, and 600 cd/m² outside of these times, in accordance with the Institute of Lighting Professionals (ILP) Technical Note 5 'The Brightness of Illuminated Advertisement.'

Conclusion

The proposal is acceptable in regard to amenity and public safety. The application proposal is compliant with the relevant local planning policies CS2 and CS19 of the Local Plan Core Strategy and Saved Policies DQ2 and S10 of the Knowsley Replacement UDP, as well as the guidance within the Shopfront and Signage Design SPD. Therefore, the application is recommended for approval.

Recommendation

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

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

Reason: In order to comply with the requirements of Section 91 of the Town and Country Planning 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) 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 interest of highway safety and amenity and to ensure compliance with Saved Policy DQ2 of the Knowsley Unitary Development Plan.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
21/02/2024	A1/103	-	SIGNAGE (PROPOSED)

Signed Case Officer¹:

Reece Black

Signed Authorising Officer²:

K Foster

Date:

7 May 2024

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

Informatives

Not applicable.