

<u>APPLICATION NO:</u>	23/01141/ADV	<u>CASE OFFICER:</u>	Andrew Hunt
<u>WARD:</u>	Whitefield	<u>PARISH:</u>	N/A
<u>LOCATION:</u>	Heron Foods - Unit 4, 144 - 150 Cherryfield Drive, Kirkby Town Centre Knowsley, L32 8RX		
<u>PROPOSAL:</u>	DISPLAY OF NEW INTERNALLY ILLUMINATED FASCIA SIGN		

Site Description

The application site is a rectangular shaped site in a town centre unit within Huyton Town Centre. The site currently comprises a food store with a vacant unit next door. The site is situated within Kirkby town centre and immediately to the north of the Bus Station.

Proposal

The proposal is for the display of internally illuminated fascia signage.

Consultations

Highways – No Objection.

Representations

This application has been publicised by letter sent to 8 neighbours. No representations have been received.

Planning History

A related planning application has yet to be determined (23/01140/FUL).

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that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear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)

S10 – Advertisements

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 advertisement would be similar in appearance to the existing signage and of a typical appearance for a town centre shop. The sign would not be detrimental to the character of the area. Overall, there would be no harm to amenity from the proposal.

Public Safety

The signs would not adversely affect public safety as they would be small scale and located amongst other signage in a town centre location. This view is supported by the council's highways authority who have no objection.

Conclusion

The proposal would be acceptable in relation to Amenity and Public Safety.

The application complies with local planning policies and is recommended for approval.

Recommendation

That permission be granted subject to the following conditions.

- 1) The proposal hereby permitted shall be carried out in accordance with the following documents
 - a. Site Location Plan (received 01/06/2023)
 - b. Existing and Proposed Plans and Elevations (received 01/06/2023).

Reason: For the avoidance of doubt.

Signed Case Officer: **Andrew Hunt**

Signed Authorising
Officer: **K Foster**

Date: **24 July 2023**

Informatives

N/A

Appendix 1 – Site Photographs

