

REGENERATION AND ECONOMIC DEVELOPMENT DEPARTMENT

APPLICATION NO: 21/00536/ADV

APPLICANT: Mr Turgut Olgun

WARD AFFECTED: Roby

DEVELOPMENT: DISPLAY OF 3 NO. NON ILLUMINTED FASCIA SIGNS AND 3 NO. NON ILLUMINATED-PROJECTING SIGNS

LOCATION OF SITE: 58 - 62 Bright House, Derby Road, Huyton, L36 9UL

KNOWSLEY LOCAL PLAN ALLOCATION –

Huyton Town Centre

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)

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

None Relevant

TECHNICAL CONSULTATIONS:

Highways – No Objection. Highways are satisfied with the proposal and that any lighting associated with the signage is contained within the pedestrian zone of Huyton Village and is unlikely to reflect glare to the carriageway. An informative is requested in relation to the need for a highway license.

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 28 neighbours and a site notice. No objections have been received.

ISSUES AND ASSESSMENT:

PROPOSAL

Document Reference PS/DC/OP04/05	Document Issue Number 003	Document Issue Date 23/9/02
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The application is for the display of 3 non illuminated fascia signs and 3 non illuminated projecting signs.

POLICY CONSIDERATIONS

The application complies with Policies CS2, CS4 and CS19 of the Core Strategy and saved Policy S10 of the UDP.

AMENITY

The design of the signs is acceptable and consistent with the existing character of the site. The signs would not be too large or out of proportion to the size of the buildings. They would fit in with the town centre character of the area as with the other relatively new signage within neighbouring units of Huyton Town Centre. As a result, there would be no harm to amenity from the proposal.

PUBLIC SAFETY

The proposal would 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.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
27/07/2021	3.101	Rev A	Proposed Ground Floor Plan
27/07/2021	5.001	REV *	Proposed Details 01
27/07/2021	471.400.001	Rev A	Design and Access Statement
27/07/2021	3.301	Rev A	Proposed Detail Section and Elevation 01
27/07/2021	1.301	Rev A	Existing Detail Section and Elevation 01
27/07/2021	3.102	Rev A	Proposed Roof Plan
25/06/2021	0.101	REV *	Existing Ground Floor Plan
25/06/2021	0.001	Rev C	Existing Site Photo Study

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25/06/2021	0.002	REV *	Location Plan
25/06/2021	3.001	Rev C	Proposed Design Precedents
25/06/2021	0.102	REV *	Existing Roof Plan
25/06/2021	0.201	Rev C	Existing Elevation
25/06/2021	3.002	Rev C	Scope of Works
25/06/2021	3.203	REV *	Proposed Awning Signage
25/06/2021	3.201	Rev C	Proposed Elevation

Informatives

1) Highway License

It should be noted that it is illegal to overhang adopted highway without a highway licence granted by highway authority. Prior to the installation of the projecting signs, and at the full expense of the property owner/occupier, a Section 177 Licence under the Highways Act 1980 must be obtained from the Council as Local Highway Authority.

Andrew Hunt

30 August 2021

Alan Kilroe

1 September 2021

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