

APPLICATION NO: 22/00361/ADV **CASE OFFICER:** Andrew Hunt

WARD: Prescott North **PARISH:** Prescott
Town Council

LOCATION: Big Chippy 7-9, Warrington Road, Prescott, Knowsley, L34 5QX

PROPOSAL: DISPLAY OF SIGNAGE COMPRISING; 1NO NON ILLUMINATED
PLASTIC BANNER TO FRONT ELEVATION AND 1NO NON
ILLUMINATED PLASTIC BANNER TO SIDE ELEVATION
(RETROSPECTIVE)

Site Description

The application site is a fish and chip shop on the edge of Prescott town centre. The site is part of a row of 4, two-storey buildings, with shops at the ground floor, to the east of Prescott town hall facing onto Warrington Road.

Proposal

The proposal is to retain signage already erected, comprising 1 non-illuminated plastic banner to front elevation and 1 non illuminated plastic banner to side elevation.

Consultations

Local Highway Authority – No objection

Representations

This application was publicised by letters sent to 14 neighbours and no representations have been received.

Planning History

Advertisement consent applications were granted at the property in 1999 (99/00192/ADV) and 2002 (02/00671/ADV).

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that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear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
CS20 - Managing the Borough's Historic Environment

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

H5 - Development within Primarily Residential Areas
S10 – Advertisements

To compliment the above policies the Council also adopted, in 2016, a Shopfront and Signage Supplementary Planning Document, which is of direct relevance to this application.

Article 35 Statement

The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern with the proposal and determining the application within a timely manner, clearly setting out the reason for refusal, allowing the applicant the opportunity to consider the harm caused and whether, or not, it can be remedied by a revision to the proposal. The Local Planning Authority is willing to meet with the applicant to discuss the best course of action and is also willing to provide pre-application advice in respect of any future application for a revised advertisement.

Assessment

Amenity

The site is just on the edge of Prescott town centre and the Prescott town centre conservation area (which are both opposite the site, on Warrington Road).

Part 1 a) of Core Strategy Policy CS19 states that development within Knowsley will be expected to respond to and integrate positive characteristics of immediate surroundings, including local materials, scale, mass, form, layout, alignment and density of the existing built environment;

Core Strategy Policy CS20 states that development proposals in Knowsley should preserve or enhance the borough's historic and architectural assets, including listed buildings, conservation areas, historic parks and gardens and archaeological remains.

NPPF para 136 states that the quality and character of places can suffer when advertisements are poorly sited and designed.

Policy C.6 states that the following criteria should be complied with

*“a) Signage should be limited to the fascia and, where acceptable, the shop windows and hanging signs, and signage above fascia level, on the sides of buildings will not be acceptable in most cases;
b) Signage should be both in scale with the rest of the shopfront and building elevation;
c) Signage should not clutter the elevation by virtue of the number of signs and/or their positions;
d) The use of ‘busy’ signs with a proliferation of logos, graphics, lettering styles and font sizes will not be acceptable; and
e) The cumulative impact of signage on a building, terrace, parade, street or area will be taken into consideration by the Council”.*

Retention of the front sign would result in over proliferation of signage within the site with the addition of the first-floor signage to the existing fascia sign. This would create an unattractive, cluttered and crowded presence within the street scene to the detriment of the character of the area and to the building itself given that the banner obscures the building’s existing window openings.

Retention of the side elevation sign would be a looming, dominant and disproportionate presence within the street scene on a prominent road through the town centre. It would be visually detrimental to the character of the area. It would also be contrary to the Shopfront and Signage SPD, which states that signage on the side of building is unacceptable in most cases.

Overall, the proposal would be harmful to the character of the area and would have a detrimental impact on the setting of the Prescott Town Centre Conservation Area. The application is contrary to Core Strategy Policies CS2, CS19 and CS20, UDP Policy S10, NPPF para 136 and the Shopfront and Signage SPD.

Public Safety

The signs would not adversely affect highway safety. This is supported by the views of the council’s highways department who have no objection to the development.

Conclusion

Refusal

That Planning Permission be refused for the following reasons:

- 1) The size, scale and location of the signage would create a crowded and unattractive streetscene, to the detriment of the visual amenity and character of the building and area and the setting of the Prescott Town Centre Conservation Area. Therefore, the proposal is contrary to Core Strategy Policies CS2, CS19 and CS20, UDP Policy S10, NPPF para 136 and the Shopfront and Signage SPD.

Signed Case Officer: Andrew Hunt¹

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

**Signed Authorising
Officer:**

Alan Kilroe²

Date:

3 April 2023

Informatives

N/A

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

Appendix 1 – Site Photographs



Google Street View (July 2019)



Google Street View (November 2015)

