

<u>APPLICATION NO:</u>	24/00382/ADV	<u>CASE OFFICER:</u>	Reece Black
<u>WARD:</u>	Roby	<u>PARISH:</u>	
<u>LOCATION:</u>	Barnardos, 56 Derby Road, Huyton		
<u>PROPOSAL:</u>	DISPLAY OF SIGNAGE COMPRISING 1NO ALUMINIUM ILLUMINATED FASCIA SIGN		

Site Description

The application site is located at 56 Derby Road and relates to the ground floor unit of an existing site within the primary shopping area of Huyton Village. The unit is located within an area allocated as a Town and District Centre for Retail and Community Uses in the Development Plan.

The site is currently in use and operates as a bar (Dos Urbano).

Proposal

The application seeks permission for advertisement consent for signage comprising 1 No. aluminium illuminated fascia sign.

The proposed fascia sign would have a width of 5.4m, a height of 0.7m and a depth of 0.09m.

The sign would be illuminated (externally), static and to illuminance levels of 100 cd/m². The sign would be made from aluminium PPC fascia, vinyl lettering.

Consultations

None required.

Representations

This application has been publicised by letters sent to 5 neighbours. 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that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear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)

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 Policy 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 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 significantly incongruous 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 0.7m and the total height of the tallest part of the external frontage from ground level is 3.86m and therefore the proposal would comply with this policy guidance.

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 fascia sign would be externally illuminated to 100 cd/m² and would not be deemed to have an unacceptable harmful impact to amenity.

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. Given the level of illumination, it would be considered to provide a low level of lighting, which would increase the feeling of safety, without being overpowering or a hazard themselves.

It would not be considered that the proposals would adversely affect highway or public safety. Given the context that it would be pedestrian traffic on this road, the proposal and the levels of illuminance would be deemed acceptable and would be considered to comply with Saved Policy S10.

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.

Date Received	Ref. No	Version	Drawing/Document Title
15.07.2024	3.100B	-	PROPOSED ELEVATIONS
15.07.2024	-	-	DESIGN AND ACCESS STATEMENT
15.07.2024	0.001A	-	LOCATION PLAN

Signed Case Officer¹:

Reece Black

**Signed Authorising
Officer²:**

K Foster

Date:

13 September 2024

Informatives

Not applicable.

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