

<u>APPLICATION NO:</u>	23/02675/ADV	<u>CASE OFFICER:</u>	John Fleming
<u>WARD:</u>	Whiston & Cronton	<u>PARISH:</u>	Cronton Parish Council
<u>LOCATION:</u>	Land off Norlands Lane, Norlands Lane, Cronton, Knowsley, L35 6PG		
<u>PROPOSAL:</u>	DISPLAY OF SIGNAGE COMPRISING 1NO. VINYL HOARDINGS SIGN (RETROSPECTIVE)		

Site Description

The application site relates to an agricultural field on the periphery of Knowsley Borough where the authority boundaries of Knowsley Metropolitan Borough Council, St Helens Borough Council and Halton Borough Council converge.

The signage is displayed within a plot of land which falls within Knowsley administrative boundary and is adjacent to a section of each of the following carriageways:

- A557 Watkinson Way
- Rainhill Stoops Interchange roundabout (M62 J7)
- Slip road to the M62 westbound; and
- Norlands Lane

The sign is clearly visible from the public highway beyond which is an agricultural field which is contained by mature trees within its backdrop. There are a number of other directional signage associated with the roundabout junction together with advertisement associated with local businesses.

Proposal

The application proposals seek advertisement consent for retrospective permission for the display of 1no. vinyl signage mounted by circular scaffolding poles fronting the road junction.

The vinyl advertisement is located 1.4m above ground floor level and measures 1.2m in height by 2.4m width mounted on circular scaffolding poles where it attains a maximum height of 2.6m.

It includes lettering advertising the name of the local business and includes the words 'Dog products & Dog Accessories' as well as web address. The lettering would attain a maximum height of 180mm.

Consultations

Highways Authority – No objections.

St Helens Borough Council – No objection.

Halton Borough Council – No objection.

National Highways – No objection.

Representations

This application has been publicised by letters sent to 4 neighbours and displayed by site notice. One letter of objection has been received citing concerns over visual amenity and highways safety. A summary of the response is provided as follows:

- Sign is visible at an extremely busy junction and provides a distraction to drivers potentially resulting in accidents.
- The sign is not in keeping with the street scene in the area.
- Following the erection of the sign, it has attracted other such fly posting signs banners. These signs have been subsequently removed.
- The sign has displayed without consent.

Despite the advertisement being erected without consent the applicant is now seeking to regularise this matter through this retrospective application. Concerning the matters raised the Local Planning Authority can only take into account matters of public safety and visual amenity into consideration and these will be dealt with through the officer's report below.

Planning History

No planning history associated with the application site.

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.

Relevant Policies:

CS2 – Development Principles

CS19 – Design Quality and Accessibility in New Development

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

There is no firm definition of amenity within the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. However, regulation 2(1) states it includes aural and visual amenity. The National Planning Policy Framework (NPPF 2023) states at paragraph 141 that the quality and character of places can suffer when advertisements are policy sited and designed...Advertisements should be subject to control only in the interests of amenity and public safety taking account of cumulative impacts.

Policy CS5 of the adopted Local Plan relates to development in the Green Belt and states 'inappropriate development' will not be permitted except in very special circumstances. Paragraph 147 of the NPPF(2023) states that inappropriate development is, by definition, harmful to the Green Belt and should not be approved except in very special circumstances. Paragraph 149 of the NPPF(2023) states that local planning authorities should regard the construction of new buildings as inappropriate in the Green Belt and sets out a list of exceptions. In this instance the display of advertisement is not a new building and the exception tests are therefore not relevant to the consideration beyond consideration of the developments affects on visual amenity.

The advertisement consist of 1no. vinyl sign attached to a metal frame at the extremity of the agricultural field and includes company logo, together with services the company provides as well as a web address. The signage is simplistic in design using three colours and does not contain any displeasing imagery.

The signage is not too large to dominant the frontage of the agricultural setting. Due to the location of the signage the signs would only appear visually noticeable when viewed directly from the immediate public highway. The field in which the signage has been erected has a relatively flat topography before which it drops significantly. As such, outwards views looking in the direction of the signage would not be readily visible. Due to the curvature of the roundabout, the signage is not readily visible from the street scene when viewed from the south and would only be readily visible from the junction at the A557 immediately fronting the signage which is already affected by the proliferation of street lights, traffic signals and road signs.

Taking these matters into consideration, it is not considered that the signage will result in a significant visual impact on the visual amenity of the area when taking account the proliferation of other structures together with advertisements located on the M62 which are larger than the one subject to this application.

Public Safety

The PPG advises that all advertisements are intended to attract attention but

advertisements at points where drivers need to take more care are more likely to affect public safety. Indeed, an objection has been received concerning potential highway safety features.

The signage is located within the Borough of Knowsley. However, the highway onto which the sign faces is outside of the borough, in control of St Helens Borough Council. Each of the three highways authorities have been consulted as part of this application for advertisement consent as well as National Highways and no objections have been received by consultees.

Given the signal controlled junction drivers will need to come to a stop. The signage is not significant to detract highway users visibility and has been erected for some time. The Local Planning Authority are not aware of any incidents which have taken place since the signage was erected and this was not raised by St Helens Borough Council in their response. It is therefore assumed that no incidents have occurred to date.

Given the relatively small nature of the signage it is not considered that it would significantly affect road users visibility or cause distraction. Indeed, there are other examples located within the near vicinity and much larger signage displayed along the M62 which does not result in distraction. As such, there would be no adverse impact to public safety as a result of the signage.

Conclusion

The proposed development is considered to be in accordance with the Development Plan and is compliant with the relevant local planning policies set out in CS2 and CS19 of the Knowsley Local Plan Core Strategy (adopted 2016) and Saved Policy S10 of the Knowsley Replacement UDP and therefore the application is recommended for approval.

Recommendation

That Advertisement Consent 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
03.09/2023	LOCPLAN		LOCATION PLAN
25.09.2023	--		PHOTO OF SIGN IN PLACE
09.01.2024	--		EMAIL OF REQUESTED INFO PART 2
27.09.2023	--		EMAIL OF REQUESTED INFO

Signed Case Officer¹: **John Fleming**

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
Officer²:**

K Foster

Date:

10 January 2024

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.