

APPLICATION NUMBER:	P/2024/0080/ADC
PROPOSAL:	Advertisement consent to display 1no. sign above the front boundary fence and 1no. attached to the building, both non illuminated.
LOCATION:	Newton Le Willows Childrens Centre, Patterson Street Newton Le Willows
WARD:	Newton West Ward
APPLICANT:	Mrs Vicky Velasco
CASE OFFICER:	Ms Julie Hine
REASON BEFORE MEMBERS	Council Application
RECOMMENDATION:	Grant Planning Permission Subject to Conditions

1. APPLICATION SITE

- 1.1 The site is occupied by a Newton Children's Centre on the corner of Patterson Street and Foundry Street in Newton-le-Willows. The Centre is set back from the road with parking to the front of the building and is accessed from Patterson Street. There are residential dwellings to the north and east, with District Primary School immediately to the south of the site.

2. PROPOSAL

- 2.2 The proposal is to replace the existing sign above the entrance to the Centre affixed to the front boundary railings and also replace the existing sign attached to the front of the building. The fence sign will be the same dimensions and location as the existing sign namely 2.4m above ground with a width of 2m and a depth of 1.2m and will be non- illuminated. The sign attached to the front of the building will be located in the same central position on the front elevation of the building and with the same dimensions, namely 1.25m in width and 0.85m in depth. Both signs will be constructed of composite aluminium.

3. CONSULTATIONS

- 3.1 Highways (19.02.2024) - No objections to the proposal.

4. REPRESENTATIONS

- 4.1 The application was publicised by neighbour notification letters to those dwellings immediately opposite the site. A site notice was posted on 29 February 2024.
- 4.2 No representations were received from the publicity given.

5. SITE HISTORY

5.1 There is no relevant planning history.

6. POLICY

National Planning Policy Framework

6.1 Paragraph 9 of the National Planning Policy Framework (NPPF) states that planning decisions should play an active role in guiding development towards sustainable development, but in doing so should take local circumstances into account to reflect the character, needs and opportunities of each area. Paragraph 11 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that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear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.

6.2 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.

Development Plan

6.3 The adopted development plan for St Helens is the St Helens Borough Local Plan to 2037; and the Joint Merseyside and Halton Waste Local Plan (adopted 2013).

LPD08 - Advertisements

Other Considerations

6.4 The application has been considered having regard to Article 1 of the First Protocol of the Human Rights Act 1998, which sets out a person's rights to the peaceful enjoyment of property and Article 8 of the Convention of the same Act which sets out his/her rights in respect for private and family life and for the home. Officers consider that the proposed development would not be contrary to the provisions of the above Articles in respect of the human rights of surrounding residents/occupiers.

6.5 This application has been considered in relation to Section 17 of The Crime and Disorder Act. The Police Crime Prevention Officer has been afforded the opportunity to comment on this scheme, but no comments have been received.

6.6 The application has been considered in accordance with the St Helens Council's Comprehensive Equality Policy, which seeks to prevent unlawful discrimination,

promote equality of opportunity and good relations between people in a diverse community. In this case the proposed development is not anticipated to have any potential impact from an equality perspective.

7. ASSESSMENT

- 7.1 Advertisements are controlled under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. The Regulations require Local Planning Authorities to control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors.
- 7.2 Factors for consideration when determining this application are therefore limited to whether the proposed signage would adversely affect safety, would have a detrimental impact on the character and appearance of the area or a detrimental effect on residential amenity having regard to Policy LPD08 of the St Helens Borough Local Plan.
- 7.3 Paragraph 136 of the National Planning Policy Framework states that the quality and character of places can suffer when advertisements are poorly sited and designed. A separate process within the planning system controls the display of advertisements which should be operated in a way which is simple, efficient, and effective.
- 7.4 Policy LPD08 states that '*proposals for advertisement display will be granted consent provided they would have an acceptable impact upon amenity or public safety.*

Amenity

1. *Advertisements should respect the scale of and be sympathetic to their surroundings and not dominate any building(s), the street scene or any nearby open and / or publicly accessible area(s).*
2. *Advertisements should respect the design and appearance of any building(s) on which they would be displayed.*
3. *Advertisements displayed on or within the setting of a Listed Building must be of particularly high quality, respecting the size, materials, proportions and detailing of the building concerned. Advertisements that could affect the character or appearance of a Conservation Area must respect the predominant building styles and design that lend the area its special character.*
4. *Consideration will be given to the size, location, and means of any illumination of any proposed advertisement and whether the proposal would lead to there being a proliferation of advertisements creating clutter in the area.*

Public Safety

5. *The location, siting, illumination, design, and scale of any proposed advertisement must not compromise the safety of pedestrians, drivers, or other users of the public highway, for example by hindering their movement, obscuring visibility or by causing a distraction.'*

Amenity

- 7.5 The signage details and size have been provided earlier within this report and so are not described in detail in this section. The proposed signs are replacements for the existing signs on the boundary fence and the building and are typical for a community facility. The signs are very similar to those for District Primary School, located immediately to the south in terms of their design and dimensions. The proposed signage would not harm the visual amenity of the application site or surrounding area.
- 7.6 The proposed signs will not be illuminated and so the amenity of those dwellings nearby on Patterson Street to the east will not be significantly affected by the proposals.

Safety

- 7.7 The application has been reviewed by Highways Officers who have considered the impacts of the advertisement on highway safety and raise no objections.
- 7.8 The proposed signage is not considered to create a distraction for drivers along Patterson Street and Foundry Street. It replaces similar signs in the same location above the boundary railings and on the front elevation of the building itself and are of similar proportions and are non-illuminated. It is considered these proposed signs would not cause a materially different distraction to drivers. The proposed advertisement is considered to comply with criteria 5 of St Helens Borough Local Plan Policy LPD08 and would not pose a risk to public safety.
- 7.9 It is considered that the proposed signs would comply with the requirements of Local Plan Policy LPD08 and the NPPF.

8. CONCLUSION

- 8.1 The proposed advertisement signs do not adversely affect amenity or safety. The siting, scale and appearance is acceptable, and it complies with the requirements of Policy LPD08 of the St Helens Borough Local Plan and the National Planning Policy Framework.

9. RECOMMENDATION

- 9.1 Grant Advertisement Consent subject to the following conditions:
1. This consent shall be a period of five years.
 2. Any advertisement displayed in accordance with this consent shall be maintained in clean and tidy condition, to the reasonable satisfaction of the Council as Local Planning Authority.
 3. Any land (including buildings) used for the display of advertisements in accordance with this consent shall be maintained in a clean and tidy condition, to the reasonable satisfaction of the Council as Local Planning Authority.

4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements in accordance with this consent shall be maintained in a safe condition.
5. Where removal of any advertisement is required under the terms of this consent, the removal shall be carried out to the reasonable satisfaction of the Council as Local Planning Authority.
6. Before any advertisement is displayed on the land or building in accordance with this consent, the permission of the owner or any other person entitled to grant permission shall be obtained.
7. No advertisement displayed in accordance with this consent shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway, or aerodrome.
8. This consent shall be for the form of advertisement display specified in the application, subject to any modifications required or allowed by the terms of this decision, and, in the case of advertisements consisting of particular words and symbols of specified sizes and shall not extend to authorise a different form of display.
9. The development shall be carried out in accordance with the following application drawings:

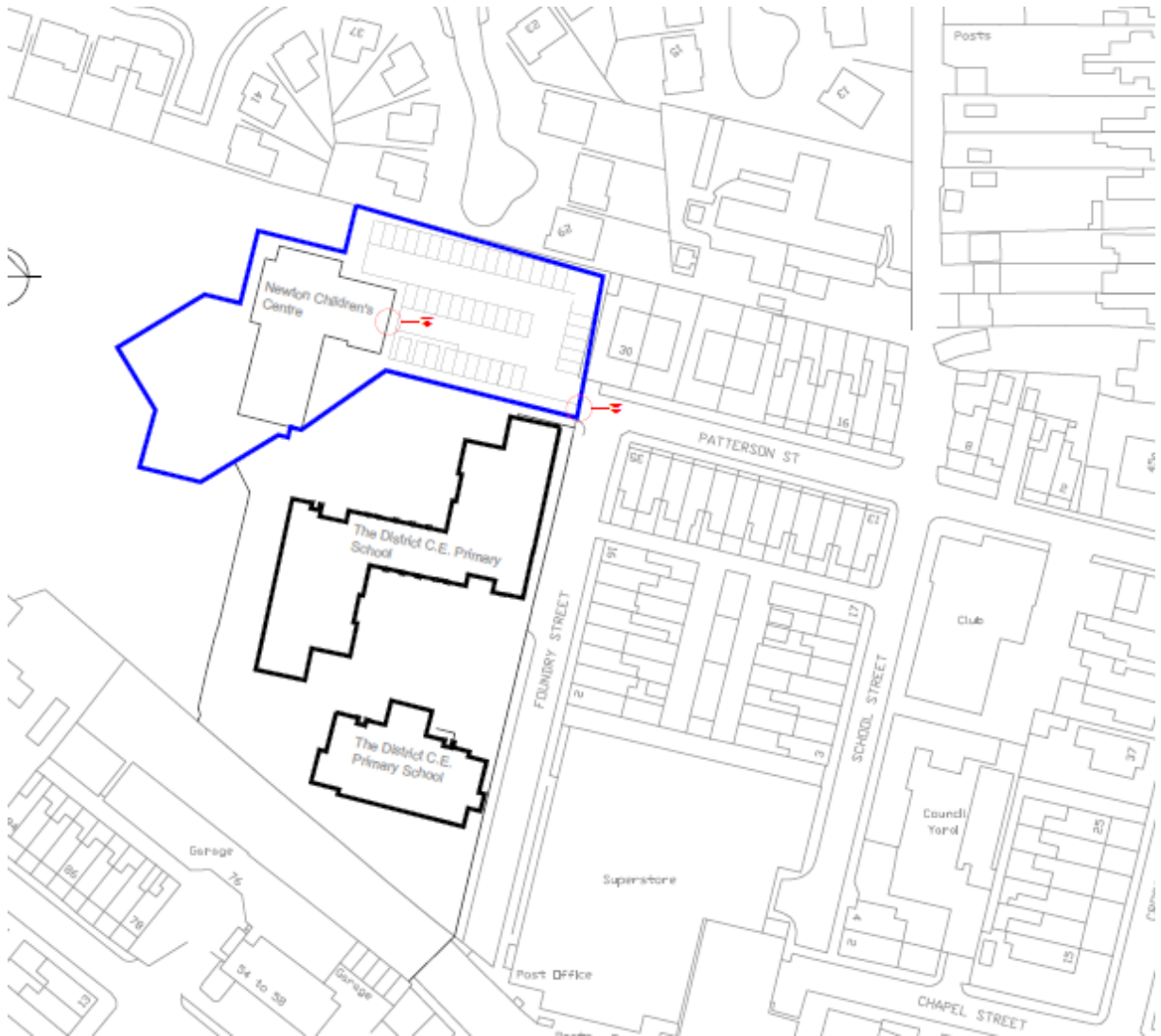
35227/1 Location Plan

35227/2 Proposed Block Plan

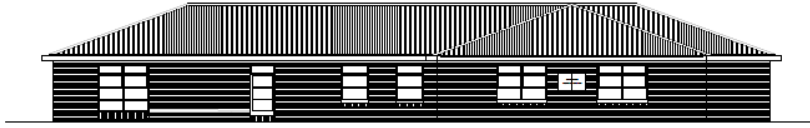
35227/3 Existing and Proposed Sign Details

10. IMAGES

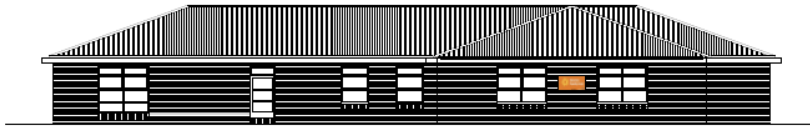
LOCATION PLAN



EXISTING AND PROPOSED BUILDING SIGN DETAILS

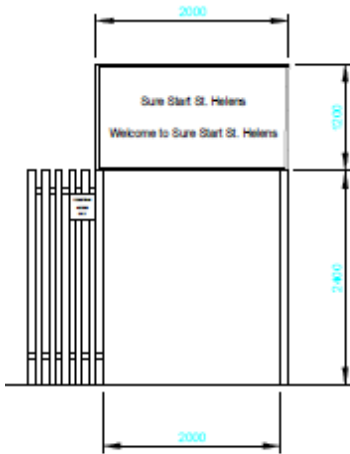


EXISTING EAST FACING ELEVATION

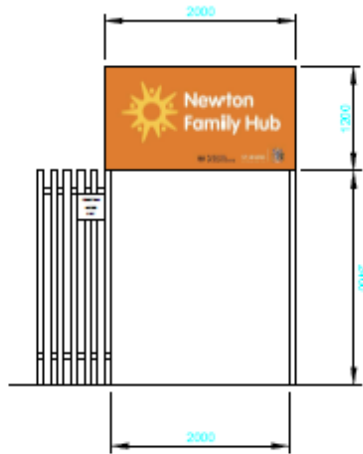


PROPOSED EAST FACING ELEVATION

EXISTING AND PROPOSED FENCE SIGNS



EXISTING FENCE MOUNTED SIGN



PROPOSED FENCE MOUNTED SIGN



PROPOSED WALL MOUNTED SIGN

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SITE IMAGES

