

Appeal Decision

Site visit made on 26 November 2019

by John Braithwaite BSc(Arch) BArch(Hons) RIBA MRTPI

an Inspector appointed by the Secretary of State for Communities and Local Government

Decision date: 29 November 2019

Appeal Ref: APP/V4305/G/19/3223553

46 High Street, Prescot L34 6HQ

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a Discontinuance Notice relating to the use of a site for the display of advertisements with deemed consent.
 - The appeal is made by Primesight Limited against discontinuance action by Knowsley Metropolitan Borough Council.
 - The Council reference is 18/00155/UNADV. The Discontinuance Notice is dated 10 September 2018.
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Decision

1. The appeal is allowed and the Discontinuance Notice is quashed.

Reasoning

2. 46 High Street is an end-terraced property with a frontage onto the pavement to High Street and a side gable elevation partly to a widened pavement. The 6 sheet advertisement panel that is the subject of the discontinuance notice is attached to the gable elevation close to the frontage.
3. The appeal property is at the edge of the main part of the town centre and within the Prescot Town Centre Conservation Area. 37 High Street is a Grade II listed building. The Council has referred to the completed redevelopment of the Former Lancashire Watch Factory in the town, to the development of the Shakespeare North Playhouse close to the town centre, to the Prescot Townscape Heritage Initiative (PTHI), and to the Prescot Town Centre Masterplan Supplementary Planning Document (SPD). The PTHI is focused on improvements to the town centre, which is at the heart of the Conservation Area.
4. The main issue is whether the use of the appeal site for the display of an advertisement panel with deemed consent is substantially detrimental to the interests of amenity. Matters of amenity interest are the character and appearance of the Conservation Area and the setting of the listed building.
5. High Street is part of the A57, the main road through Prescot, and properties on the street are in a mix of uses. Many, if not all, of commercial and retail uses on the street have signage on their frontages. The panel is small and not dissimilar in size to signage in the vicinity, and is not prominent or obtrusive in the street scene. The panel does not affect the character and appearance of the building to which it is attached, the character and appearance of the Conservation Area, or the setting of the listed building. The 6 sheet advertisement panel is not detrimental to visual amenity.

6. All matters mentioned by the Council have been taken into account but they do not, either individually or collectively, alter the conclusion that the advertisement panel is not detrimental to the visual amenity of the area.

Conclusion

7. For the reasons given above the continued display of the advertisement with deemed consent would not be substantially detrimental to the interests of amenity.

John Braithwaite

Inspector