
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/19/3223555

43 Kemble Street, Prescot L34 5SE

- 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 18/00154/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.

Reasons

2. 43 Kemble Street is an end-terraced property with a ground floor shop front on Kemble Street. The two 6 sheet advertisement panels that are the subjects of the discontinuance notice are attached to the gable elevation and are positioned, principally, to be visible to drivers of vehicles driving east along Kemble Street.
3. 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.
4. 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 Prescot Conservation Area. The appeal property is outside the town centre and the Conservation Area and the matters referred to by the Council do not have any bearing on the main issue.
5. Kemble Street is predominantly residential though there are scattered retail and other units such as that which occupies the ground floor of the appeal property. The shop unit is not prominent in the street scene and the advertisement panels on the side elevation does not advertise the shop. The side elevation includes a door and a window at ground floor level.
6. Each panel is no larger, in area, than the door and they have large areas of brickwork above, below and to the side. The panels are small features and are unobtrusive in the street scene. For these reasons the advertisement panels are

not substantially detrimental to the interests of amenity, in this case to visual amenity of the area.

7. 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

8. 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