

# PRESTON BROOK PARISH COUNCIL

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*Delivered by email.*

**To: Planning Department, Halton Borough Council**

22.10.24

Dear Planning Department,

**Re: Signage Complaints Regarding Spar Premises, Bridgewater Grange, Preston Brook**

I am writing on behalf of Preston Brook Parish Council to formally notify you of complaints we have received from local residents regarding the removable, yet effectively permanent, signage advertising services and products at the Spar premises on Bridgewater Grange (photographs overleaf).

This signage, despite being described as removable, has been present for an extended period, undermining the residential nature of the area and the historical significance of Preston Brook, which lies in close proximity to the Bridgewater Canal - a site of important heritage. As such, the Council believes that this signage contradicts the policies outlined in the National Planning Policy Framework (NPPF), which aim to protect historical settings and preserve the aesthetic of residential street scenes from excessive commercialisation.

Furthermore, there have been notable precedents in planning cases, such as *The Queen (on the application of Garry Clarke) v Northumberland County Council* and *Sykes v Secretary of State for Communities and Local Government*, where moveable signage was deemed to constitute permanent advertising when it had been in place for a significant duration. These cases reinforce the principle that removable signage can still have a lasting and detrimental impact on local character and heritage if displayed for extended periods.

We request that Halton Borough Council work with Preston Brook Parish Council to take proactive action to assess the situation and, if appropriate, request the removal of the signage in order to preserve the visual and historical integrity of the area. The Parish Council believes that maintaining the historic environment is essential to safeguarding both community identity and the quality of the residential experience.

We look forward to your response and stand ready to provide further information and support if needed.

Yours faithfully,



**Luke Trevaskis**  
**Proper Officer**  
**Preston Brook Parish Council**

