

REGENERATION AND ECONOMIC DEVELOPMENT DEPARTMENT

APPLICATION NO: 21/00755/ADV

APPLICANT: Prescot Town Council

WARD AFFECTED: Prescot North

DEVELOPMENT: INSTALLATION OF 1NO. NON-ILLUMINATED FASCIA SIGN TO
ELEVATION FRONTING ST HELENS ROAD

LOCATION OF SITE: Prescot Town Hall, 1 Warrington Road, Prescot, L34 5QX

KNOWSLEY LOCAL PLAN ALLOCATION –

Primary Residential Area

RELEVANT POLICIES

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS2 - Development Principles

CS19 - Design Quality and Accessibility in New Development

**SAVED POLICIES - KNOWSLEY REPLACEMENT UNITARY DEVELOPMENT PLAN (ADOPTED
JUNE 2006)**

S10 – Advertisements

ARTICLE 35

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.

PLANNING HISTORY

Several planning applications have been approved at the site, however, none are directly relevant to the current application.

TECHNICAL CONSULTATIONS:

Prescot Town Council – No comment.

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 25 neighbours. No objections have been received.

ISSUES AND ASSESSMENT:

PROPOSAL

Document Reference	Document Issue Number	Document Issue Date
PS/DC/OP04/05	003	23/9/02

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The application is for the installation of 1no non illuminated fascia sign comprising a PVC banner to the elevation fronting St Helens road. The banner would be to commemorate remembrance Sunday and would measure 3m x 1.5m

POLICY CONSIDERATIONS

The application complies with Policies CS2 and CS19 of the Core Strategy and saved Policy S10 of the UDP.

AMENITY

The design of the sign is acceptable in its town centre location and proportionate in scale. It would be relatively plain in design terms with the silhouette of a soldier in black against a white background. The banner would be non illuminated. Overall, there would be no harm to amenity from the proposal.

PUBLIC SAFETY

The sign would not adversely affect highway safety as the sign is located on an existing building away from any footway. It would be non illuminated and relatively plain sign with little colour and would not attract attention. Therefore, the proposal would not harm public safety.

CONCLUSION

The proposal is acceptable in relation to amenity and public safety. The application complies with local planning policies and is recommended for approval.

RECOMMENDATION:

That Planning Permission 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.

Informative

N/A

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
12/10/2021	000	-	Location Plan
12/10/2021	003	-	Proposed Elevations
12/10/2021	004	-	Proposed Site Plan
12/10/2021	001	-	Proposed Banner Details

Informatives

Document Reference	Document Issue Number	Document Issue Date
PS/DC/OP04/05	003	23/9/02

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N/A

Andrew Hunt

5 November 2021

Signed

Mark Quinn

05/11/21

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PS/DC/OP04/05	003	23/9/02

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