

REGENERATION AND ECONOMIC DEVELOPMENT DEPARTMENT

APPLICATION NO: 22/00380/ADV

APPLICANT: Georgesons

WARD AFFECTED: Prescot North

DEVELOPMENT: RETENTION OF THE DISPLAY OF 3NO. NON-ILLUMINATED FACIAS
SIGNS TO FRONT AND SIDE ELEVATIONS

LOCATION OF SITE: Georgesons, 42 Randles Road, Knowsley Business Park, Knowsley,
Knowsley, L34 9HX

KNOWSLEY LOCAL PLAN ALLOCATION –

Primary Industrial 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

A planning application for a change of use of the site to vehicle sales and repair centre is ongoing (22/00379/FUL).

TECHNICAL CONSULTATIONS:

Highways - No objection.

NEIGHBOUR NOTIFICATION:

This application has been publicised by a site notice and by letters sent to 10 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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knowsley business park knowsley.doc

The application is for the retention of the display of 3 non illuminated fascia signs to front and side elevations.

AMENITY

The design of the signs is acceptable in its industrial area location and proportionate in scale. The signs would be small compared to the very large building at the site. Overall, there would be no harm to amenity from the proposal. The application complies with Policy CS19 of the Core Strategy and saved Policy S10 of the UDP.

PUBLIC SAFETY

The signs would not adversely affect highway safety due to them being very small relative to the size of the building and non illuminated. This is supported by the views of the council's highways department who have no objection to the development. The application complies with Policy CS19 of the Core Strategy and saved Policy S10 of the UDP.

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
02/08/2022	0985/22	-	Proposed Elevations
02/08/2022	0983/22/B	-	Floorplan and Site Plan
02/08/2022	0984/22	-	Location Plan

Andrew Hunt
5 September 2022

Alan Kilroe
12 September 2022

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

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