

Regeneration and Economic Development Department

APPLICATION NO: 21/00795/ADV
CASHZONE

APPLICANT: Cardtronics UK Ltd, trading as

WARD AFFECTED: Halewood South

DEVELOPMENT: RETENTION OF DISPLAY OF SINGAGE COMPRISING OF 1 NO
INTERNALLY ILLUMINATED PERSPEX SIGN AND 1 NO INTERNALLY
ILLUMINATED TOP SIGN TO FRONT ELEVATION

LOCATION OF SITE: 3 The Parade, Wood Road, Halewood, Knowsley, L26 1UT,

KNOWSLEY LOCAL PLAN ALLOCATION –

Primary Residential Development - Primary Residential Development

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)

H5 - Development within Primarily Residential Areas

S10 - Advertisements

TECHNICAL CONSULTATIONS:

Halewood Town Council - No comments received.

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 11 neighbours. No representations have been received.

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.

ISSUES AND ASSESSMENT:

PROPOSAL

The application site is an existing retail store within a shopping parade on Wood Road, close to the junction with Higher Road. The parade has a small on-street parking area for customer use to the front with the main carriageway adjoining. on-street parking along Sugar Lane, to the front of the retail units. There is a current related application for the retention of an ATM at the same site (21/00794/FUL). This application seeks approval for the retention of the associated internally illuminated ATM signage above the ATM. The logo sign is above the ATM card slot and display and is 0.8m high with a width of 0.7m consisting of green Perspex with white lettering and coloured bank symbols. The top sign would be above the logo sign and would have a width of 0.7m with a height of 0.4m. This sign states "cash withdrawals and free balance enquiries" with a green outline around. The illumination of the signs is internal and static LED, with luminance levels of 100cd/m2.

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

POLICY CONSIDERATIONS

The application complies with the above noted planning policies.

DESIGN

The ATM is located to the right of the existing entrance door and the advertisement is located around the ATM with the illuminated text directly above. The advertisement is of a similar in design to many ATMs within the borough and it is not considered that it has any detrimental impact on the visual amenity of the area and the level of illumination is considered to be acceptable.

As such the signage complies with relevant criteria of Policies CS2 and CS19 of the Local Plan and saved Policies H5 and S10 of the Knowsley UDP together with the Knowsley Shopfront and Signage Supplementary Planning Document.

PUBLIC SAFETY

The advert is located within the frontage of the retail store, which sits within a shopping parade on Wood Road close to the junction with Higher Road. The ATM signage is similar to other ATM signage within the Borough and there is on street parking to the front of the shopping parade; as such the signage is not considered to raise any highway safety issues.

AMENITY

The nearest properties to face the site are located on the other side of Wood Road and are set over 24m m from the illuminated signage. There are flats above the retail units which are not impacted by the signage. The signage does not have any significant effect on the amenity of the surrounding residents.

CONCLUSION

The signage is of an acceptable design and does not raise any amenity or public safety concerns and is recommended for approval.

RECOMMENDATION:

That Advertisement Consent be granted subject to the following condition(s):-

- 1) The development hereby permitted shall be carried out in accordance with the approved plans and documents listed in Schedule 1.

Reason: For the avoidance of doubt.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
08/10/2021	E02380 1 (9)	-	Photo of ATM and Signs
08/10/2021	NW0054 5887	-	Top Panel
08/10/2021	NW0094	-	Logo Panel
08/10/2021	E02380 1	-	Location Plan

Document Reference PS/DC/OP04/05	Document Issue Number 003	Document Issue Date 23/9/02
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dlp.doc.rtf

Lee Osborne
28 June 2022

Alan Kilroe
28 June 2022

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