

REGENERATION AND ECONOMIC DEVELOPMENT DEPARTMENT

APPLICATION NO: 22/00416/ADV

APPLICANT: Mr Zaheer Jogee

WARD AFFECTED: Prescott North

DEVELOPMENT: DISPLAY OF REPLACEMENT SIGNAGE COMRISING; 2NO INTERNALLY ILLUMINATED FASCIA ALUMINIUM BOX SIGNS

LOCATION OF SITE: M And S Simply Food, 5C Cables Retail Park, Steley Way, Prescott, Knowsley, L34 5NQ

KNOWSLEY LOCAL PLAN ALLOCATION –
Existing Retail Park

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

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

TECHNICAL CONSULTATIONS:

N/A

NEIGHBOUR NOTIFICATION:

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

ISSUES AND ASSESSMENT:

PROPOSAL

Document Reference PS/DC/OP04/05	Document Issue Number 003	Document Issue Date 23/9/02
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The application is an application for the display of replacement signage comprising 2no internally illuminated fascia aluminium box signs.

AMENITY

The design of the signs is acceptable in their location within the car park of a large store. The only change from the existing sign would be the lettering change from M and S Food Hall to M and S Food. The signs are also proportionate in scale with minimal visual impact. Overall, there is 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 as the difference with the current sign will be minimal. There are no material highways impacts above the existing sign. The proposal would therefore not harm public safety. The application complies with 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.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
01/08/2022	08901	P01	Location Plan
01/08/2022	08902	P01	Block Plan
01/08/2022	22902	P02	Proposed Elevations

Informatives

N/A

Andrew Hunt
30 August 2022

Alan Kilroe
6 September 2022

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

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