

Knowsley Council
Regeneration and Economic Development Directorate.
Delegated Planning Report

APPLICATION NO: 25/00450/ADV **CASE OFFICER:** Andrew Hunt

WARD: Prescott North **PARISH:** Prescott
Town Council

LOCATION: 1 Cables Retail Park, Steley Way, Prescott, Knowsley, L34 5NQ

PROPOSAL: DISPLAY OF ADVERTISEMENT SIGNAGE COMPRISING OF - 2 NO. VINYL GRAPHIC NON ILLUMINATED SIGNS & 1 NO. INTERNALLY ILLUMINATED FASCIA SIGN TO FRONT ELEVATION TOGETHER WITH 2 NO. INTERNALLY ILLUMINATED FASCIA SIGNS & 9 NO. VINYL GRAPHIC NON ILLUMINATED SIGNS TO SIDE ELEVATION AND 2 NO. NON ILLUMINATED VINYL GRAPHICS TO EXISTING TOTEM SIGNS

Site Description

The application site is a large Tesco supermarket on Cables Retail Park at Steley Way, Prescott. The application relates to a 1st floor mezzanine area on the western end of the Tesco supermarket facing Sewell Street. There are residential dwellings to the west, a roundabout to the south and other retail units and a car park to the east.

Proposal

The proposal is for the installation of advertisement signage comprising of 2 no Vinyl graphic non illuminated signs and 1 no internally illuminated fascia sigs to front elevation together with 2 no internally illuminated fascia signs and 9 no Vinyl Graphic non illuminated signs to side elevation and 2 non illuminated vinyl graphics to existing totem signs.

- Signs A is height 1.84 x Length 10.880 metres.
- Signs B and C (Vinyl) are height 2.61 x Length 1.958 metres.
- Sign D is height 1.4 x Length 2.550 metres
- Sign E is height 2.072 metres x Length 3.452 metres
- Sign F, is height 2.988 x Length 2.257 metres (vinyl)
- Sign G I and M are height 1.850 x Length 1.850 metres (vinyl)
- Sign H, is height 4.696 x Length 5.379 metres (vinyl)
- Sign J, is height 5.242 x Length 3.269 metres (vinyl)
- Sign L, is height 4.953 x Length 5.584 metres (vinyl)
- Sign N, is height 4.197 x Length 2.895 metres (vinyl)
- Sign O, is height 0.207 x Length 0.777 metres (vinyl)
- Sign P, is height 0.780 x Length 1.620 metres (vinyl)

Consultations

Highways - No objection to the application subject to a luminance condition.

Representations

This application has been publicised by letters sent to 23 neighbours and by site notice. 1 Objection has been received consisting of the following main points:

- Unsure about location of signs.
- I am concerned about privacy impacts due to removal of privacy film.

Planning History

A related planning application for external changes has yet to be determined – 25/00325/FUL - REPLACEMENT OF EXISTING SIDE ENTRANCE DOORS AND INSTALLATION OF 5 AIR CONDENSER UNITS AND 7 LOUVRES TO THE REAR ELEVATION

Another related planning application to change the use to a gym has yet to be Determined - 25/00424/COU - CHANGE OF USE OF EXISTING MEZZANINE USE CLASS E (RETAIL) TO BE USED AS A 24-HOUR GYM (Use Class E)

Relevant Policy

Paragraph 11 of the National Planning Policy Framework (NPPF) states that planning decisions should apply a presumption in favour of sustainable development. This means approving development proposals that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole.

Paragraph 12 of the NPPF clarifies that the presumption in favour of sustainable development does not change the statutory status of the development plan as the starting point for decision making. Where a planning application conflicts with an up-to-date development plan, permission should not normally be granted. Local planning authorities may take decisions that depart from an up-to-date development plan, but only if material considerations in a particular case indicate that the plan should not be followed.

The development plan in Knowsley comprises the Saved Policies of the Replacement Unitary Development Plan, the Core Strategy Local Plan and the Joint Waste Local Plan. The following policies are relevant to the determination of this application.

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 Statement

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.

Assessment

Amenity

The proposed adverts are unobtrusive and relatively small scale compared to the large building which they would be located on and would therefore not be unduly prominent. On this basis, there would be no harm to amenity from the proposal and the advertisements would comply with Core Strategy Policy CS19.

Public Safety

The signs would not adversely affect public safety as they would be small scale relative to the existing building. There would be no harm to public safety provided a luminance level condition were attached. This is supported by the views of the council's highways officer who has no objection subject to conditions.

Conclusion

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

Recommendation

That permission be granted subject to the following conditions.

- 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.

- 2) **Luminance Levels**

The maximum luminance of the advertisement displays shall not exceed 6,000 cd/m²

during daylight hours and 300 cd/m² during the hours of darkness, in accordance with the recommended maximum luminance values set out in Tables 10.4 and 10.5 of the Institution of Lighting Professionals – Professional Lighting Guide (PLG05): Brightness of Illuminated Advertisements including Digital Displays (or any equivalent values set out in a replacement guide). The daytime luminance shall also be automatically controlled to reflect ambient light conditions to ensure that the display is neither excessively bright nor too dim.

Reason: In the interests of amenity, public safety and in order to retain effective planning control and to comply with the National Planning Policy Framework (2024), Policies CS2 and CS19 of the Knowsley Local Plan: Core Strategy, adopted January 2016, Saved Policy S10 of the Knowsley Replacement Unitary Development Plan, adopted June 2006 and Shopfronts and Signage Design SPD (2016).

Signed Case Officer¹: **Andrew Hunt**

Signed Authorising Officer²: **Jo Sheridan**

Date: **23/09/2025**

1 I confirm that I do not have a personal relationship with the applicant, agent or other interested parties; I also confirm that I do not have a financial interest in the site or the development proposed

2 I confirm that I do not have a personal relationship with the applicant, agent or other interested parties; I also confirm that I do not have a financial interest in the site or the development proposed

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
12/08/2025	-	Rev C	Proposed External Signs
12/08/2025	006653A	Rev B	Location Plan
12/08/2025	006653A	Rev A	Site Plan
30/07/2025	004353A	Rev A	Sign P
30/07/2025	004353A	Rev A	Sign O
30/07/2025	004353A	Rev A	Signs M + N
30/07/2025	004353A	Rev A	Signs F, G, H, I, J, K & L
30/07/2025	004353A	Rev A	Sign E
30/07/2025	004353A	Rev A	Sign D
30/07/2025	004353A	Rev A	Signs A,B,C

Informatives

N/A