

REGENERATION AND ECONOMIC DEVELOPMENT DEPARTMENT

APPLICATION NO: 22/00473/FUL

APPLICANT: Mr Antonios Marinou

WARD AFFECTED: Prescot North

DEVELOPMENT: INSTALLATION OF A NEW SHOP FRONT

LOCATION OF SITE: Self Pick Veg, 66 Eccleston Street, Prescot, Knowsley, L34 5QL

KNOWSLEY LOCAL PLAN ALLOCATION –

Prescot Town Centre Conservation Area
Town and District Centres - Prescot Town Centre

RELEVANT POLICIES

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS2 - Development Principles
CS6 - Town Centres and Retail Strategy
CS19 - Design Quality and Accessibility in New Development
CS20 - Managing the Borough's Historic Environment

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

S7 – Local Centres and Parades
DQ5 - Development in Conservation Areas

ARTICLE 35

The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating with the applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

PLANNING HISTORY

A previous application for a new shop front was approved (74/09702/HIST – approved 4/9/1986).

TECHNICAL CONSULTATIONS:

Conservation – No objections to the revised proposals. They have included a stall riser as requested.

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 30 neighbours and by site and press notices.

ISSUES AND ASSESSMENT:

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

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PROPOSAL

The application is an application for the installation of a new shop front.

POLICY CONSIDERATIONS

The application site is situated within Prescott Town Centre. The proposal would not affect the existing use of the site and is therefore acceptable in principle.

IMPACT ON PRESCOT TOWN CENTRE CONSERVATION AREA

Core Strategy Policy CS20 states that development proposals in Knowsley should preserve or enhance the borough's historic and architectural assets, including Conservation Areas.

UDP Policy DQ5 states that new development within or close to a Conservation Area must preserve or enhance the character or appearance of the Area.

The building forms part of a late 20th Century terrace. Whilst the site is located on the edge of Prescott Town Centre Conservation Area, it does not have high historic or architectural merit and does not add to the character or appearance of the conservation area. However, it encloses the historic street at an appropriate scale, and adds vitality to the shopping centre.

The shop front would involve relatively minor changes to the building, The modern style and age of the building means that the use of dark grey finish and aluminium materials is acceptable.

Amendments have been made to the application to incorporate a stall riser at the request of the council's Conservation Officer.

Overall, as a result of the changes the application would preserve and enhance the setting of the Conservation Area. This is supported by the views of the council's Conservation Officer who has no objection to the proposal.

Overall, the application complies with Core Strategy Policy CS20 and Unitary Development Plan Policy DQ5.

CONCLUSION

The proposal is acceptable in principle and would not harm the Prescott Town Centre Conservation Area. 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 development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason: In order to comply with the requirements of Section 91 of the Town and Country Planning Act 1990 (as amended).

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

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Reason: For the avoidance of doubt.

- 3) The materials used shall be those specified in the following drawing (Proposed Elevations, Drawing 05 Rev A – received 30/8/2022). The materials shall be retained hereafter.

Reason: To preserve and enhance the character of Prescott Town Centre Conservation Area in accordance with Core Strategy Policy CS20.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
30/08/2022	05	Rev A	Proposed Elevations
30/08/2022	-	-	Heritage Statement
05/08/2022	01	-	Location Plan
04/08/2022	03	-	Proposed Floor Plans

Informatives

N/A

Andrew Hunt
30 September 2022

Alan Kilroe
6 October 2022

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

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