

REGENERATION AND ECONOMIC DEVELOPMENT DEPARTMENT

APPLICATION NO: 21/00973/ADV

APPLICANT: Tesco

WARD AFFECTED: Prescot North

DEVELOPMENT: RETROSPECTIVE APPLICATION FOR THE DISPLAY OF SIGNAGE TO CAR PARK COMPRISING; 1NO INTERNALLY ILLUMINATED LCD SCREEN MOUNTED IN A WHITE SEMI GLOSS FINISH ELECTRIC VEHICLE CHARGING DOCK AND 2NO NON ILLUMINATED DIBOND PANEL VINYL FINISH, FIXED TO ALUMINIUM FLAG POLE SIGNS

LOCATION OF SITE: 1 Cables Retail Park, Tesco Extra, Steley Way, Prescot, 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:

Highways - No objection subject to a luminance condition.

NEIGHBOUR NOTIFICATION:

This application has been publicised by a site notice and by letters sent to 227 neighbours. No objections have been received.

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 a retrospective application for the display of signage to car park comprising, 1 no internally illuminated LDC screen mounted in a white semi gloss finish electric vehicle charging dock and 2 non illuminated dibond panel vinyl finish, fixed to aluminium flag pole signs.

POLICY CONSIDERATIONS

The application complies with Policies CS2 and CS19 of the Core Strategy and saved Policy S10 of the UDP.

AMENITY

The design of the signs is acceptable in their location within the car park of a large supermarket. The signs are also proportionate in scale with minimal visual impact. Overall, there is no harm to amenity from the proposal.

PUBLIC SAFETY

The signs would not adversely affect highway safety provided a luminance condition were imposed to restrict illumination. This is supported by the views of the council's highways department who have no objection to the development subject to a luminance condition. The proposal would therefore not harm public safety.

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.

- 2) Luminance Level

The maximum luminance of the advertisement shall not exceed 300cd/m² between dusk and dawn, as defined by official lighting up times, and 600cd/m² outside of these times, in accordance with the Institute of Lighting Professionals (ILP) Technical Note 5 'The Brightness of Illuminated Advertisement'.

Reason: In the interests of the safety and amenity

Informative

N/A

SCHEDULE 1

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Date Received	Ref. No	Version	Drawing/Document Title
27/12/2021	-	-	Location Plan
27/12/2021	02_3065_02C	-	Proposed Part Site Plan
27/12/2021	02_3065_02B	-	Proposed Site Plan
27/12/2021	-	-	Datasheet LCD Screen
27/12/2021	-	-	Flag Post Details
27/12/2021	-	-	LCD Screen Details

Informatives

N/A

Andrew Hunt

1 February 2022

Alan Kilroe

8 February 2022

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