



**REGENERATION AND ECONOMIC
DEVELOPMENT DEPARTMENT**

Knowsley Council TOWN AND COUNTRY PLANNING ACT 1990 (as amended)

REFUSAL OF CONSENT TO DISPLAY ADVERTISEMENTS

Application No: 22/00361/ADV

Name and address of applicant

Kim B Wallis
7-9 Warrington Road
Southport
PR9 0NW

Name and address of agent

The Wallis Company
9 Bankfield House Hill Street
Southport
PR9 0NW

Date of Receipt: 13 June 2022

Date Valid: 14 October 2022

Address/Location Of Development

7-9 Big Chippy
Warrington Road
Prescot
Knowsley
L34 5QX

Description of Development

DISPLAY OF SIGNAGE COMPRISING; 1NO NON ILLUMINATED PLASTIC BANNER TO FRONT ELEVATION AND 1NO NON ILLUMINATED PLASTIC BANNER TO SIDE ELEVATION (RETROSPECTIVE)

The Council of the Metropolitan Borough of Knowsley hereby give notice in pursuance of the above Regulation that Consent to Display Advertisements has been **refused** for the display of the advertisements referred to above for the following reason(s):

1. The size, scale and location of the signage creates a crowded and unattractive streetscene, to the detriment of visual amenity and the setting of the Prescot Town Centre Conservation Area. The proposal is therefore contrary to Core Strategy Policies CS2, CS19 and CS20, UDP Policy S10, NPPF para 136 and the Shopfront and Signage SPD.

ARTICLE 35 STATEMENT

The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern with the proposal and determining the application within a timely manner, clearly setting out the reason for refusal, allowing the applicant the opportunity to consider the harm caused and whether or not it can be remedied by a revision to the proposal. The Local Planning Authority is willing to meet with the applicant to discuss the best course of action and is also willing to provide pre-application advice in respect of any future application for a revised development.

Executive Director - Regeneration and Economic Development

Date: 4 April 2023

Appeals to the Secretary of State

- If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.
- As this is a decision to refuse express consent for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.
- Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.
- The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.
- The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted consent for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.