

<u>APPLICATION NO:</u>	25/00304/ADV	<u>CASE OFFICER:</u>	Reece Black
<u>WARD:</u>	Prescot North	<u>PARISH:</u>	Prescot Town Council
<u>LOCATION:</u>	40 Eccleston Street, Prescot, Knowsley		
<u>PROPOSAL:</u>	PROPOSED INSTALLATION OF NON-ILLUMINATED ATM FASCIA SIGN		

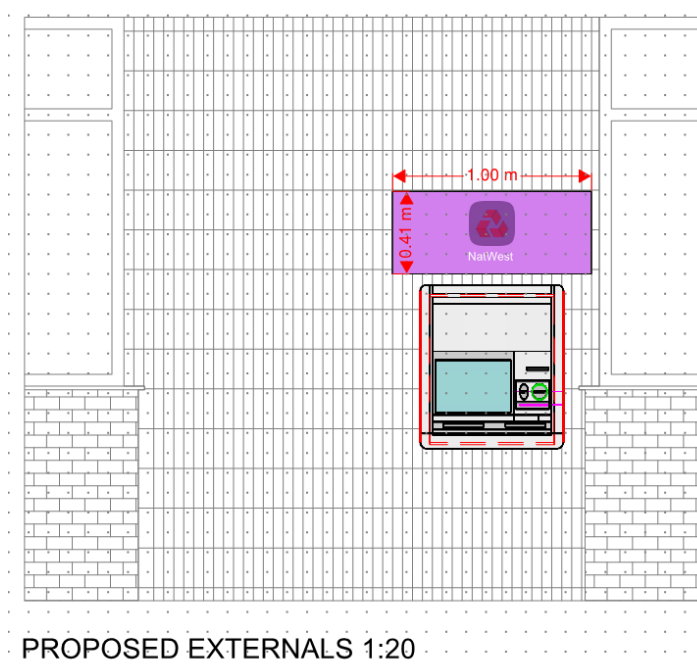
Site Description

The application site is located at 40 Eccleston Street and relates to an existing ATM machine located within the bricked-up elevation of the former unit for NatWest, Prescot branch. The site is within both Prescot Town Centre and also within a Conservation Area (Prescot Town Centre). The site fronts Eccleston Street and Leyland Street further on. There are primarily commercial and retail units within the locality.

Proposal

The proposal seeks advertisement consent for the installation of 1 no. replacement (non-illuminated) ATM fascia sign.

The proposed sign would replace the existing sign (above the ATM) and would measure 1m in width, 0.41m in height and 0.04m in depth. The fascia sign would be constructed from aluminium with the face panel in purple acrylic and include branding for the company including a red brand logo and 'NatWest' in white lettering.



Consultations

Prescot Town Council – No comments received.

Representations

This application has been publicised by letters sent to 4 neighbours. It has also been advertised by site notice. No representations have been received.

Planning History

No relevant recorded planning history.

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that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear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
- CS6 - Town Centres and Retail Strategy
- CS14 - Principal Regeneration Area - Prescot TC
- 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)

- S10 - Advertisements
- DQ5 - Development in Conservation Areas

SUPPLEMENTARY PLANNING DOCUMENTS (SPD)

Shopfront and Signage Design SPD (2023)

NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

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

Advertisements consents are determined under the Town and Country Planning (Control of Advertisements (England) Regulations 2007). In determining an application for advertisement Consent a Local Planning Authority will have regard only to considerations of **amenity** and **public safety**.

Paragraph 141 of the NPPF stipulates that *the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*

Saved Policy S10 of the UDP requires that *proposals to display advertisements should not have any adverse effect on visual amenity either individually or together with other advertisements; illumination should be appropriate to the area and not harm amenity through being overly-bright, flashing or inappropriate forms of illumination; they must not be out of scale or harmony with the building/street scene; colours and materials should be appropriate to their context; they should not create clutter on/in the building/street scene; they must preserve or enhance the character and appearance of the Conservations Area; not adversely affect the special historic or architectural character of listed building.*

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Regulation 3 stipulates that *factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.*

Policy CS19 and CS20 seeks to preserve or enhance the Borough's historic and architectural assets and any archaeological remains. Saved Policy DQ5 requires that new development within or close to a Conservation Area must preserve or enhance the character of the Area.

AMENITY

The existing elevation of the vacant unit currently displays a similar advertisement in colour and scale. Although, the proposal would increase in width that would extend and oversail above the ATM, it is considered that any oversailing would be a modest amount and would not harm amenities. The colour palette selected is a moderately lighter shade of purple than the existing, however, this is acceptable as it would detrimentally detract from the existing and any impact to amenities would be minor, if at all.

The siting and the design of the proposal would not be radically different than the existing fascia signage. Although the materials of aluminium and acrylic would

conflict with the guidance of the Shopfront and Signage SPD, which Section 7. Materials (7.1) advises that *on historic buildings or in Conservation Areas, the use of any material other than painted timber would in almost all cases be difficult to justify.* The SPD furthers that materials generally should *be constructed of timber in most cases where the building is located in a Conservation Area or is an historic building.* Section 9 (Fascia Signs) also outlines (9.10) that *acrylic, plastic and other high gloss modern materials, aluminium or stainless-steel signs are not normally supported on Listed Buildings or in Conservation Areas. These fascia signs will usually only be acceptable on modern buildings, provided they can be appropriately integrated.*

It is considered that given the size and scale of the fascia signage, which is a relatively small sign, not located to the top and full width of the main fascia bar situated to the top of a shop unit and instead is more subtle in siting and appearance and moreover, given that the proposal would be situated on a wider elevation which is otherwise bare, it would be considered that the materials proposed would be acceptable and would not be deemed to result in any detracting or adversely impact to amenities generally. Whilst the site is within the Conservation Area, the proposed advertisement is a replacement of an existing advertisements and its impact on the conservation area is to be no greater than existing.

Overall, the proposal would have a neutral impact, and the conflicts identified in the assessment would not be considered to result in any significant material harm to amenities and would preserve the character and the appearance of the Conservation Area

PUBLIC SAFETY

The application site is located within Ecclestone Street which is predominately pedestrianised (excluding occasional service vehicles). The proposed development is a non-illuminated sign, of a small size. The proposal would not be considered to raise any severe issues to public safety and would not raise any issues to obscure or detract for any highway traffic which would move through Ecclestone Street. The Local Planning Authority would not have any concerns to public safety as a result of the proposal.

Conclusion

The proposal is acceptable in regard to amenity and public safety. The application proposal is compliant with the relevant local planning policies CS2, CS19 and CS20 of the Knowsley Local Plan: Core Strategy and Saved Policies DQ5 and S10 of the Knowsley Replacement UDP, although some conflict with policy points within the Shopfront and Signage SPD (mainly on materials), it is considered on the planning balance, any points of conflict are limited, acceptable and justified within the report; the proposal would still broadly comply with the guidance of the Shopfronts and Signage SPD and would not result in any unacceptable harm to amenity and public safety. Therefore, the application is recommended for approval.

Recommendation

That advertisement consent be granted subject to the following condition(s):-

- 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.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
12/05/2025	p2f/uk/1251366/1679646	-	LOCATION PLAN
12/05/2025	5560-WKS-00009-094	-	EXISTING AND PROPOSED ELEVATIONS, SECTIONS AND PLANS
12/05/2025	1206-16-94-D-08	-	ADVERT DETAIL

Signed Case Officer¹:

Reece Black

Signed Authorising Officer²:

Jo Sheridan

Date:

17/07/2025

Informatives

Not applicable.

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