

<u>APPLICATION NO:</u>	25/00442/ADV	<u>CASE OFFICER:</u>	Lee Osborne
<u>WARD:</u>	Prescot North	<u>PARISH:</u>	Prescot Town Council
<u>LOCATION:</u>	8 The Prescot Centre, Eccleston Street, Prescot		
<u>PROPOSAL:</u>	DISPLAY OF ADVERTISEMENT SIGNAGE COMPRISING OF - 1 NO. NON ILLUMINATED FASCIA SIGN, 1 NO. NON ILLUMINATED PROJECTING SIGN, 3 NO. NON ILLUMINATED POSTER SIGNS, 1 NO. NON ILLUMINATED VINYL WINDOW/DOOR SIGN AND 1 NO. NON ILLUMINATED VINYL LETTERING SIGN TO FRONT ELEVATION TOGETHER WITH 2 NO. NON ILLUMINATED FASCIA SIGNS, 1 NO. NON ILLUMINATED PROJECTING SIGN, 2 NO. NON ILLUMINATED POSTER SIGNS SIGN AND 1 NO. NON ILLUMINATED VINYL LETTERING SIGN TO SIDE ELEVATION		

Site Description

The property is a retail unit positioned within Prescot Shopping Centre off of Eccleston Street within Prescot town centre conservation area. The unit presents a front to Eccleston Street, and the entrance under the porch area of the Centre rather than being completely inside the centre. The complex itself is not listed however, the unit is adjacent to a Grade II listed building (30 Eccleston Street).

Proposal

The proposal is for the installation of advertisement signage proposed in connection with a current planning application for the installation of replacement shop frontage. The advertisement signage would comprise 3 non-illuminated fascia signs, 2 projection signs, plus internal vinyl privacy frosting together with information posters and vinyl message.

The fascia signs would comprise 2 fascia signs on the unit within the shopping centre and 1 external, outside the interior of the shopping centre. The fasciae would be painted with acrylic lettering.

There would be 2 non-illuminated projecting signs, one to the unit frontage within the shopping centre and one to the frontage outside the shopping centre interior. The signs would be 0.6m wide with a height of 0.35m, on a support projecting 0.85m and with a height of 2.47 from the top of the signs to ground level. The signs would be painted with vinyl lettering.

Within the unit vinyl privacy frosting would be fitted to the windows, and information posters would be displayed.

Consultations

Environmental Health - No objections.

Conservation & Design Officer - No objections.

Prescot Town Council - No comments received.

Representations

This application has been publicised by letters sent to 33 neighbours. It has also been advertised by a Site Notice and a Press Notice. No representations have been received.

Planning History

25/00441/FUL - REPLACEMENT SHOP FRONTAGE WITH A RAISED BRICK STALLRISER, SINGLE LEAF AUTOMATED DOOR TO EXTERNAL FRONTAGE WITH TIMBER WINDOW FRAMES, INSTALLATION OF EXTERNAL LOUVRES AND THE INSTALLATION OF CONDENSOR TO THE ROOF. Current application.

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

Public Safety

The signs would be non-illuminated within the pedestrianised area of the Prescott Town Centre Conservation Area. The area is pedestrianised and the non-illuminated therefore there are no highway safety impacts, and the proposal would not adversely affect public safety. The Council Environmental Health has no objections to the application. The application complies with Policies CS2 and CS19 of the Core Strategy and Saved Policy S10 of the UDP.

Amenity

The proposed adverts are of a type and scale appropriate to the unit and area. The vinyl on windows on the north elevation, whilst it would be preferable to retain full intervisibility, privacy for a meeting room is required and the proposal would not cause any significant level of the street scene. There would be no harm to amenity from the proposal, and the proposal would comply with Policies CS2 and CS19 of the Core Strategy and Saved Policy S10 of the UDP.

Conservation

The fasciae and projecting signs are acceptable in terms of scale, material and design adhering to Council guidance set. The posters, distributed across 2 expenses of frontage are also considered acceptable due to their design and display of essential information. The vinyl on windows on the north elevation, whilst it would be preferable to retain full intervisibility, privacy for a meeting room is required and the proposal would not cause any significant level of harm to the locality. The proposal would comply with Policies CS2, CS19 and CS20 of the Core Strategy and Saved Policy S10 of the UDP.

Conclusion

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

Recommendation

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

- 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
20/08/2025	5019069 RDG 95 XX D A 110106	REV C03	PROPOSED FRONT ELEVATIONS - PLANNING
20/08/2025	5019069 RDG 95 XX D A 110107	REV C03	PROPOSED SIDE ELEVATIONS - PLANNING
25/07/2025	5019069 RDG 95 XX D A 110100	REV C01	SITE BLOCK PLAN
25/07/2025	5019069 RDG 95 00 D A 110105	-	PROPOSED LAYOUT - PLANNING
25/07/2025	5019069 RDG 95 XX D A 110101	REV C01	SITE LOCATION PLAN

Signed Case Officer¹: Lee Osborne

**Signed Authorising
Officer²:** Jo Sheridan

Date: 03/11/2025

Informatives

- 1 The proposed development lies within a coal mining area which may contain unrecorded coal mining related hazards. If any coal mining feature is encountered during development, this should be reported immediately to the Mining Remediation Authority on 0345 762 6846 or if a hazard is encountered on site call the emergency line 0800 288 4242.

Further information is also available on the Mining Remediation Authority website at: Mining Remediation Authority - GOV.UK

Standing Advice valid from 1st January 2025 until 31st December 2026

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

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