

<u>APPLICATION NO:</u>	23/02446/ADV	<u>CASE OFFICER:</u>	John Fleming
<u>WARD:</u>	Prescot North	<u>PARISH:</u>	Prescot Town Council
<u>LOCATION:</u>	4B Cables Retail Park, Steley Way, Prescot, Knowsley, L34 5NQ		
<u>PROPOSAL:</u>	DISPLAY OF 2NO. ILLUMINATED FASCIA SIGNS TO FRONT ELEVATION		

Site Description

The application site relates to a retail premises which is currently vacant within Cables Retail Park.

The application property is located centrally within the row of retail premises and is currently vacant. Fronting the application property is a pedestrian walkway beyond which is communal car park associated with the retail park.

The application property adjoins the neighbouring retail units and is brick facing with glazed doors at ground floor level with signage directly above. In addition, each of these units contains apex roof arrangements which provides additional space for advertisements.

Proposal

The application proposals advertisement consent for the display of 2no. illuminated fascia signs to the front elevation of unit 4B, Cables Retail Park.

The Apex fascia would include the company name 'Specsavers' and would utilise the majority of the Apex fascia. It would measure 3.74m in width and attain a maximum height of 2.66m. The lettering would measure a maximum height of .19m and span a width of 1.42m. It would include white lettering against a green backdrop. The signage would project .25m from the front elevation.

The fascia above the entrance way would measure 3.96m in width and 1.21m in height. The lettering would measure .16m in height and 3.35m in width and include lettering associated with the company's brand. The signage would protrude .21m from the front elevation.

The illumination level will reach 300cd/m².

Consultations

Highways Authority – No objections raised.

Environmental Health – No objections raised.

Representations

This application has been publicised by letters sent to 13 neighbours and displayed by site notice. No representations have been received.

Planning History

Ref: 00/00502/ADV – Installation of 1no internally illuminated central feature sign and 1no. externally illuminated main tenants sign together with lettering to feature fence. Granted 9th November 2000.

Ref: 00/00613/ADV – Retention of 1no. internally illuminated fascia sign and 1no. non-illuminated fascia sign to front elevation, and 1 no. non-illuminated sign to rear elevation. Granted 22nd November 2000.

Ref: 01/00139/ADV – Installation of 2no. non-illuminated gullwing entrance signs. Granted 24th April 2001.

Ref: 74/06862/HIST – Erection of reception building. Granted 6th May 1982.

Ref: 74/15156/HIST – Proposed 16 number 1 bed 2 person 2 storey flats with 8 number parking spaces. Application withdrawn.

Ref: 94/00134/APP – Application for approval of reserved matters for the construction of retail park and drive thru restaurant together with new access. Granted 2nd June 1994.

Re: 94/00365/APP – Erect 4,868sqm superstore, petrol station & car wash together with resiting & detailed design of diner approved in outline under app/94/00134, resiting of non-food retail units approved in detail under app/94/00108, car parking etc. Granted 1st August 1994.

Ref: 98/00444/APP – Application for approval of reserved matters in respect of landscaping in connection with outline planning permission Ref. K/APP/14963 for erection of non-food retailing units, assoc. parking, fast food diner, new roundabout and road. Granted 22nd July 2000.

Ref: 16/00454/FUL – Alterations to front entrance comprising reduction in size of entrance lobby and installation of new windows, doors and cladding panel. Granted 12th August 2016.

Ref: 23/02445/FUL – Installation of internal mezzanine floor to increase sales area and installation of 5no. external air conditioning condensory units to rear elevation. Pending consideration.

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.

Relevant Policies:

CS2 – Development Principles
CS19 – Design Quality and Accessibility in New Development
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

Context

The National Planning Policy Framework sets out clear expectation for the assessment of applications relating to advertisement consent. Paragraph 136 states that the quality and character of places can suffer when advertisements are poorly sited and designed.... Advertisements should be subject to control only in the interests of amenity and public safety taking account of cumulative impacts.

Amenity

There have been no objections received as a result of publicity.

The signage consists of new fascia above the entrance to the shop front depicting company logo together with new signage associated with the company logo in the form of an apex advertisement.

The proposed signage are simplistic in design and respond positively to the signage associated on neighbouring retail units. The signage does not contain any displeasing imagery and would have a maximum illuminance level of 300cd/m² and would not cause any adverse effects to residential amenity given its location within the retail park with the nearest residential property fronting the advertisements located approximately 135m away off Steley Way.

Given the significant interface distances to the residential properties fronting Steley Way together with the fact that no properties would be adversely affected at the rear due to the mass of the existing retail premises the proposals would not adversely affect the amenity of the wider area.

Accordingly, the proposed signage is acceptable in terms of amenity of the public realm.

Public Safety

The proposed signage is of a type found on such buildings found within the Locality. The Highways Authority has been consulted as part of the application process and have not raised any objections to the proposed development. As such, there proposal is considered acceptable in terms of public safety.

Conclusion

The proposed development is considered to be in accordance with the Development Plan and is compliant with the relevant local planning policies set out in CS2 and CS19 of the Knowsley Local Plan Core Strategy (adopted 2016) and Saved Policy S10 of the Knowsley Replacement UDP and therefore the application is recommended for approval.

Recommendation

That Advertisement Consent 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.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
21/08/2023	2181-LP		LOCATION PLAN
21/08/2023	2181-BP		BLOCK PLAN
21/08/2023	133948A PAGE 2		PROPOSED ELEVATION
21/08/2023	113948A PAGE 4		SIGN 1
21/08/2023	113948A PAGE 5		SIGN 2

Signed Case Officer¹: **John Fleming**_____

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.

**Signed Authorising
Officer²:**

K Foster

Date:

10 November 2023

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.

Appendix 1 – Site photographs



