

Regeneration and Economic Development Department

APPLICATION NO: 21/00075/FUL

APPLICANT: Devlin Butcher

WARD AFFECTED: Prescott North

DEVELOPMENT: INSTALLATION OF A NEW SHOP FRONT INCLUDING AWNING CANOPY

LOCATION OF SITE: Devlin Fruit And Veg , 73 Eccleston Street, Prescott, L34 5QH

KNOWSLEY LOCAL PLAN ALLOCATION –

Conservation Areas - Prescott Conservation Area

Town and District Centres - Town And District Centres - Prescott Town Centre

RELEVANT POLICIES

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS2 - Development Principles

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)

S9 - Shop Fronts and Security Shutters

DQ5 - Development in Conservation Areas

TECHNICAL CONSULTATIONS:

Conservation & Design Officer - No objections in principle.

Prescot Town Council - No comments received.

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 18 neighbours. It has also been advertised by Site Notice and a Press Notice. No representations have been received.

ARTICLE 35

The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating with the applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

ISSUES AND ASSESSMENT:

PROPOSAL

The application relates to a three-storey terraced building located in Eccleston Street, Prescott Town Centre. The site is within the Prescott Town Centre Conservation Area on the pedestrianised main shopping street and rounds the corner of Eccleston Street's junction with Chapel Street. The building can therefore be seen from both streets. The building is close to non-designated heritage assets including the Flat Iron Building (72 Eccleston Street) while the highway of Eccleston Street itself has recently (2019/20) been repaved in high quality natural granite.

The building was built around 1978 as shop at ground floor with two storeys of offices above. The building has basic architecture, a 'blocky' built form and is of brown brick and uPVC cladding and

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

windows to the upper storeys. At ground floor the brushed aluminium shop windows largely remain in situ but are largely concealed by later external roller shutters and an awning.

It is proposed to install a new shopfront and awning canopy. The current shop access would be moved to the corner elevation as a double doorway. The current doorway would be replaced by a brick stallriser and new window frame. All external roller shutters would be replaced by polycarbonate internal shutters and the brickwork made good. Sun awnings would be installed above each window and the doorway (Weinor Cassita Full Cassette awning - 80081 iron glimmer frame /3.842 fabric) . The replacement doors, door frame and window frame will be similar to the existing frames in aluminium structure and colour. New non illuminated signs would be installed above each window and the new doorway.

POLICY CONSIDERATIONS

The proposal would be in compliance with the relevant Core Strategy policies and the saved policies in the Replacement UDP, as referred to above.

DESIGN AND CONSERVATION, AND CRIME PREVENTION

Internal Shutters / Removal of External Shutters

The single biggest improvement would be the replacement of the existing four external roller shutters with internal equivalents and would make the street scene of the conservation area more attractive. The grant funding will ensure the new shutters permit visibility between the interior of the shop and the street when the shutters are closed.

New Awnings

There is no objection to the new awnings in principle, they will serve a practical purpose of shading chilled goods displayed in the windows and will add visual interest and colour to a very plain shopfront. The Weinor Cassita awning proposed has the least bulky box of the awnings on the market and it would therefore generate the least visual clutter.

New Doorway/Window Alteration

The proposed alterations to the door, both becoming a double door and relocating towards the corner, is acceptable as are the window changes. Two windows would be retained.

The proposed changes overall would significantly enhance the existing 1970s style shopfront by improving the appearance of the shop, particularly outside of business hours. As such the proposal would enhance the visual appearance of the Prescott Town Centre Conservation Area.

No crime or anti-social behaviour issues are raised by the proposed works.

HIGHWAYS

No highways issues are raised.

RESIDENTIAL AMENITY

The proposal is for a new shop front and awning canopies over the windows, with internal roller shutters installed to the insides of the windows, of an existing butcher's shop and raises no residential amenity issues for residents of flats within the town centre.

CONCLUSION

The proposed works are acceptable and will improve the overall appearance of this bland building within the Prescott Town Centre Conservation Area and would improve the visual amenity of the area. The application complies with planning policies and is therefore recommended for approval.

RECOMMENDATION:

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

That Planning Permission be granted subject to the following condition(s):-

- 1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason: In order to comply with the requirements of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2) 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.

- 3) The awnings to be used shall be the Weinor Cassita Full Cassette awning only.

Reason: In the interests of enhancing the appearance of the Prescott Town Centre Conservation Area and the visual amenity of the area and to comply with Policies CS2, CS19 and CS20 of the Knowsley Local Plan Core Strategy adopted January 2016 and saved Policies S9 and DQ5 of the Knowsley Replacement Unitary Development Plan adopted June 2006.

- 4) Notwithstanding any submitted details any windows and doors to be installed or altered in connection with the proposed development hereby permitted shall be constructed and installed in accordance with details previously submitted to and agreed in writing by the Local Planning Authority including: -

i) Elevation drawings no less than 1:20 scale.

ii) Cross-sections of windows and reveals, doors and frames at no less than 1:5 scale.

The windows and doors shall be retained in accordance with these agreed details at all times thereafter.

Reason: To preserve the appearance of the Prescott Town Centre Conservation Area and to comply with Policies CS2, CS19 and CS20 of the Knowsley Local Plan Core Strategy adopted January 2016 and saved Policies S2, DQ5 of the Knowsley Replacement Unitary Development Plan adopted June 2006.

- 5) The non-glazed parts of the windows and doors hereby approved shall be a brushed bare aluminium finish to match the retained shop windows on Proposed Elevation C of Drawing 2021/0018/0001 Rev B received 31 May 2021.

Reason: To preserve the appearance of the Prescott Town Centre Conservation Area, in the interests of visual amenity, and to comply with Policies CS2, CS19 and CS20 of the Knowsley Local Plan Core Strategy adopted January 2016 and saved Policies S2, DQ5 of the Knowsley Replacement Unitary Development Plan adopted June 2006.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
13/03/2021	-	-	Location Plan
31/05/2021	2021/0018/0001	B	Existing and Proposed Plan and Elevations

Document Reference PS/DC/OP04/05	Document Issue Number 003	Document Issue Date 23/9/02
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13/03/2021	-	-	Weiner Brochure
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Lee Osborne

15 July 2021

Alan Kilroe
15 July 2021

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

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