

Regeneration and Economic Development Department

APPLICATION NO: 21/00365/ADV

APPLICANT: Northgate Fast Food Ltd.

WARD AFFECTED: Whitefield

DEVELOPMENT: DISPLAY OF SIGNAGE COMPRISING OF INSTALLATION OF 5NO INTERNALLY ILLUMINATED FASCIA SIGNS, 2NO VINYL GRAPHIC SIGNS TO BUILDING ELEVATIONS AND VINYL MANIFESTATION SIGNS TO ALL GLAZING TOGETHER WITH 1NO FREE STANDING 10M HIGH INTERNALLY ILLUMINATED TOTEM SIGN, 3NO FREESTANDING (NON-ILLUMINATED) BANNER SIGNS, 1NO FREESTANDING INTERNALLY ILLUMINATED MENU BOARD, 1NO FREESTANDING INTERNALLY ILLUMINATED LEADER BOARD, 1 NO. HEIGHT RESTRICTOR AND 2NO FREESTANDING (INTERNALLY-ILLUMINATED) WAYFINDING SIGNS

LOCATION OF SITE: Taco Bell, Irlam Drive, Kirkby Town Centre, Knowsley, L32 8RJ.

KNOWSLEY LOCAL PLAN ALLOCATION:

Action Areas - Action Areas

Town and District Centres - Town And District Centres - Kirkby Town Centre

RELEVANT POLICIES

Knowsley Local Plan: Core Strategy (2016)

CS2 - Development Principles

CS19 - Design Quality and Accessibility in New Development

Knowsley Replacement Unitary Development Plan (Adopted June 2006)

S10 - Advertisements

National Planning Policy Framework

The Shopfront and Signage Design Supplementary Planning Document

TECHNICAL CONSULTATIONS:

Highway Authority - No objection subject to a planning condition to restrict luminance levels at the site.

Town Centre Management - No comments received.

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 6 neighbours. It has also been advertised by Site 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.

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ISSUES AND ASSESSMENT:

PROPOSAL

The planning application for advertisement consent would assist in the advertisement of the restaurant Taco Bell granted in 2017 (ref:17/00559/FUL).

The application is for the display of signage comprising of the installation of 5 no. internally illuminated fascia signs, 2no.vinyl graphic signs to building elevations, vinyl window manifestation signs, 1 no. free standing 10m high internally illuminate totem sign, 3 no. freestanding (non-illuminated) banner signs, 1 no. freestanding internally illuminated menu board, 1 no. freestanding internally illuminated leader board, 1 no. height restrictor and 2 no. freestanding internally illuminated wayfinding signs.

The proposed 5 no. internally illuminated fascia signs comprise of 3 no. individual text signs with projecting letters `Taco Bell` and 2 no. bell shaped logo and text sign (Taco Bell logo and text). The 2 no. bell shaped logo and text fascia signs proposed to the East and North elevations of the building (Signs 2 and 6) would consist of a width of 1.304m, a height of 2.0m and a depth of 0.1m and would be internally illuminated to 600cd/m2. In addition, the height from the ground to the base of both signs would measure 2.977m. The proposed 3 no. external `Taco Bell` signs to the East, West and South of the building (Signs 1, 3 and 9) would measure a width of approximately 4.637m and a height of 0.656m. The 3no. external `Taco Bell` signs would be internally illuminated to 600cd/m2.

The 2 no. applied vinyl graphic external signs consist of a `Taco Bell Loves Kirby` and a `Taco Bell Est in 1962` signs. The external `Taco bell Love Kirby` sign (Sign 7) would feature on the north elevation of the building. The sign would measure a height of 1.783m and a width of 4.169m as well as would measure 0.374m from the ground to the base of the sign. The proposed `Taco Bell Est in 1962` sign (Sign 8) would measure a width of 1.806m and a height of 2.131m and features on the south elevation of the building. The proposed sign would measure 0.377m in height from above ground level. Both signs would not be illuminated.

The proposed vinyl manifestation signs `Burrito, Taco and Quesadilla` would be applied to the internal glazing face of the windows of the building. The signs would extend the entire width of the windowpanes and would measure 0.400m high.

The proposed 1 no. free standing totem sign (Sign 10) would consist of a height of 10m, a width of 2.0m and a depth of 5.5m. Additionally, the height from the ground to the base of the totem sign would measure 6.586m. The totem sign would be internally illuminated with white static LED (6000k) lighting.

The proposed 1 no. height restrictor sign (Sign 12) would be located to the east of the site towards the entrance of the drive thru. The height restrictor sign would have a width of 2.4m and a maximum height of 2.75m.

The proposed 1 no. internally illuminated free standing leader board (Sign 5) would be located towards the west elevation of the building near to the entrance of the drive thru. The sign would consist of a width of 0.850m and a height of 2.524m. The proposed leader board would be internally illuminated to 600cd/m2.

The proposed 1 no. free standing menu board (Sign 4) would be located towards the west elevation of the Taco Bell Building, The proposed menu boards would measure a width of 0.850m, a height of 2.524m and a depth of 0.14m. The menu board sign would internally illuminated with glass fronts.

The proposed 2no.free standing internally illuminated wayfinding signs comprise of a drive thru and way finder sign. The proposed way finder sign (Sign 16) is a mild steel post with an illuminated light box with exit and no entry faces and is located near the exit of the site. The proposed drive thru sign (Sign 11) is a mild steel post with a double sided illuminated light box with drive thru and directional arrows. Both signs would measure 0.640m in width, 1460m in height and 0.18m in depth and would be internally illuminated to 600cd/m2.

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The 3 no. free standing banner signs proposed for advertising future promotions (Signs 13,14 and 15) would project over a footpath and would measure 0.852 above ground level. The proposed vinyl banners would be fixed onto a metal frame and would measure 9.14m in height and 4.572m in width and would not be illuminated.

POLICY CONSIDERATIONS

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.

The application for advertisement consent complies with the Local Plan Core Strategy (2016) policies CS2 and CS19 and saved policy S10 of the Knowsley Replacement UDP (2006). The Shopfront and Signage Design SPD is also a material consideration in the planning decision.

DESIGN AND AMENITY

The proposed 5 no. internally illuminated fascia signs and 2no.vinyl graphic signs to the building elevation would be of a scale and proportion that is in keeping with the building and the rest of the elevation of the building. The signage would cause no cluttering on the building due to their positionings and the number of signs per elevation. The proposed materials and colour used on the signage would harmonise with the design of the building and those freestanding signs surrounding the site as well as would be appropriate to the context of the site.

The Shopfront and Signage Design SPD states that fascia signs should be no more than 20% of the overall height of the shopfront. The proposed 5 no. fascia signs would not conform to this requirement in the SPD. However, it is considered that the signs are appropriate in their scale, design, and positioning on the building elevations and would not appear to dominate the Taco Bell Unit or harm the visual amenity of the site either individually or together with other advertisements. The 5 no. fascia signs would be internally illuminated to 600cd/m and would appear to not be harmful to amenity.

The proposed vinyl manifestation signs `Burrito, Taco and Quesadilla` to be applied to the internal glazing face of the windows of the building and would avoid both dominating and obscuring the views into and out of the window due to their size and positioning.

The proposed free standing signs surrounding the Taco Bell building are considered to be acceptable in their design, scale and location and would not have an adverse impact on the overall appearance and character of the building and area. Majority of the free-standing signs excluding the height restrictor sign and 3 no. banner signs would be internally illuminated to 600cd/m2.

PUBLIC SAFETY

The design and location proposed for the display of the new signage would appear to not have an adverse effect on highway safety or other forms of public safety. This is supported by the views of the council's highways department who have no objection to development but recommends a standard planning condition. A planning condition has therefore been applied to ensure the maximum luminance of the advertisement does not exceed 300cd/m2 between dusk and dawn, as defined by official lighting up times, and 600cd/m2 outside of these times, in accordance with the Institute of Lighting Professionals (ILP) Technical Note 5 'The Brightness of Illuminated Advertisement'.

CONCLUSION

The proposal is acceptable in regard to design, amenity, and public safety. The application proposal is compliant with the relevant local planning policies CS2 and CS19 of the Local Plan Core Strategy and Saved Policy S10 of the Knowsley UDP as well as the guidance within the Shopfront and Signage Design SPD. Therefore, the application is recommended for approval.

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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.

- 2) The maximum luminance of the advertisement shall not exceed 300cd/m2 between dusk and dawn, as defined by official lighting up times, and 600cd/m2 outside of these times, in accordance with the Institute of Lighting Professionals (ILP) Technical Note 5 'The Brightness of Illuminated Advertisement'.

Reason: In the interests of highway safety and amenity and to ensure compliance with saved Policy DQ2 of the Knowsley Unitary Development Plan adopted June 1998.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
20/07/2021	182	REV D	LOCATION PLAN
20/07/2021	180	REV D	PROPOSED SIGNAGE LAYOUT AND ELEVATIONS DETAILS SHEET 1
20/07/2021	181	REV D	PROPOSED SIGNAGE LAYOUT AND ELEVATIONS SHEET 2

Informatives

Rachel Maddison

20th July 2021

Alan Kilroe
21 July 2021

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