

Regeneration and Economic Development Department

APPLICATION NO: 21/00746/ADV

APPLICANT: Euro Garages

WARD AFFECTED: St Gabriels

DEVELOPMENT: DISPLAY OF SIGNAGE COMPRISING; STARBUCKS; INSTALLATION OF INTERNALLY ILLUMINATED 9M TOTEM SIGN, DIRECTIONAL SIGN, HEIGHT RESTRICTOR, PREVIEW MENU BOARD, SPEAKER CANOPY, FIVE PANEL TRIPPLE MENU BOARD, NO ENTRY/THANK YOU DIRECTIONAL SIGN, 750MM ROUND, 1500MM ROUND, DRIVE THRU LETTERS, 1500MM ROUND, DRIVE THRU LETTERS, 250MM WORDMARK, 250MM WORDMARK, NON ILLUMINATED WINDOW MANIFESTATIONS (1500MM FROM FLOOR), NON ILLUMINATED WINDOW MANIFESTATIONS (950MM FROM FLOOR), NON ILLUMINATED DRIVE THRU WINDOW VINYL, NON ILLUMINATED BANNER FRAME. EURO GARAGES PFS; INSTALLATION OF INTERNALLY ILLUMINATED ASDA FASCIA SIGN, GREGGS TABLET, EURO GARAGE HEADER PANEL, 24HR SIGN, ASDA TOTEM PANEL, GREGGS TOTEM PANEL, STARBUCKS OTG TOTEM PANEL, ASDA FASCIA PANEL, GREGGS FASCIA PANEL, STARBUCKS OTG FASCIA PANEL, ASDA FASCIA PANEL, GREGGS FASCIA PANEL, STARBUCKS OTG FASCIA PANEL, DOOR CLADDING, WELCOME LETTERING, 8M MULTI BRAND TRI TOTEM SIGN, 6M MULTI BRAND TOTEM SIGN NON ILLUMINATED NIGHT PAY GRAPHIC, WINDOW MANIFESTATION SITE NAME WINDOW VINYL, VARIOUS WINDOW GRAPHICS, 4NO. FEATHER FLAGS AND TOTEM CLADDING PANELS. KFC; INSTALLATION OF INTERNALLY ILLUMINATED HEIGHT RESTRICTOR, 2NO. LEADER MENU'S, WALL MOUNTED MENU DT ORDER CANOPY DT COLLECTION CANOPY, NON-ILLUMINATED CAR PARKING DISCLAIMER, 1NO. RED KFC LETTERS (2339MM FROM FLOOR), 1NO. RED KFC LETTERS (3151MM FROM FLOOR), 1NO RED KFC LETTERS (3348MM FROM FLOOR) 700MM KFC RAIL LETTERS, COLONEL'S SHAPED SIGN BOX, WINDOW CHICKEN, HELLO LIVERPOOL SIGN, FRESHLY MADE ALL DAY SIGN, NON-ILLUMINATED MADE THE HARD WAY SIGN, 14NO. NON-ILLUMINATED WINDOW MANIFESTATIONS, OPENING HOURS WINDOW VINYL, INTERNAL WINDOW VINYL AND PUSH/PULL DOOR GRAPHICS, DIRECTIONAL SIGN, DIRECTIONAL SIGN, 2NO. DISABLED PARKING SIGNS, 2NO. GRILL BAY SIGNS, WINDOW ONE PROJECTING SIGN, WINDOW TWO PROJECTING SIGN, 11 HERB SECRET SIGN, CHICKEN WALL VINYL AND LARGE ROOSTER

LOCATION OF SITE: Land At Coppice Lane, Between Cronton Road And M62 Motorway Sliproad (Junction 6), Tarbock, L35 1QY,

KNOWSLEY LOCAL PLAN ALLOCATION –

Green Belt - Tarbock

Strategic Road Network - Strategic Road Network

Land for Employment development - Land For Employment Development

Primary Industrial Area - Primarily Industrial Area

Site of Biological or Geological Interest - Site Of Biological Or Local Geological Interest

RELEVANT POLICIES

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PS/DC/OP04/05	003	23/9/02

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

TECHNICAL CONSULTATIONS:

Highway Authority – No objections in principle.

Tarbock Parish Council - No comments received.

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 121 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 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.

ISSUES AND ASSESSMENT:

PROPOSAL

The application is for the retention of various signs in connection with a recently erected petrol filling station with attached retail unit, drive-thru coffee shop and drive-thru restaurant at Coppice lane and adjacent Tarbock Interchange roundabout and M62 slip road.

The Euro garage/Asda signage includes:

- Internally illuminated ASDA fascia sign;
- Internally illuminated Greggs tablet sign;
- Internally illuminated Euro Garages header panel and 24hr sign;
- Internally illuminated ASDA totem panel;
- Internally illuminated Greggs totem panel;
- Internally illuminated Starbucks OTG totem panel;
- Non illuminated totem cladding panels
- Non illuminated ASDA fascia panel;
- Internally illuminated Greggs fascia panel
- Internally illuminated Starbucks OTG fascia panel;
- Internally illuminated ASDA fascia pane
- Internally illuminated Greggs fascia panel;
- Internally illuminated Starbucks OTG fascia panel;
- Internally illuminated door cladding;
- Internally illuminated Welcome lettering;
- Non-illuminated Night Pay graphic, non-illuminated window manifestations, non-illuminated site name window vinyl, non-illuminated various window graphics, four non-illuminated feather flags;
- Two internally illuminated multi-brand totem signs (8m high and 6m high).

The Starbuck signage includes:

- Internally illuminated 9m totem sign;

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- Internally illuminated directional sign;
- height restrictor;
- Internally illuminated preview menu board ;
- Internally illuminated speaker canopy;
- Internally illuminated 5 panel triple menu board;
- Internally illuminated No Entry/Thank You directional sign;
- Internally illuminated 750mm roundel;
- Internally illuminated 1500mm Roundel ;
- Internally illuminated Drive Thru letters;
- Illuminated 1500mm roundel;
- Internally illuminated 250mm Wordmark;
- Non-illuminated window manifestations (1500mm from floor);
- Non-illuminated window manifestations (950mm from floor);
- Non-illuminated Drive Thru window vinyl;
- Non-illuminated banner frame.

The KFC signage includes:-

- Non-illuminated directional signs;
- Internally illuminated height restrictor;
- Internally illuminated leader menu boards (x2), internally illuminated wall mounted menu, 1 internally illuminated DT Order Canopy and 1 DT collect canopy;
- non illuminated car park disclaimer;
- 2 non-illuminated disabled Parking signs;
- 2 non-illuminated Grill Bay signs;
- 1 internally illuminated red KFC Letters (2339mm from floor);
- 1 internally illuminated red KFC Letters (3151mm from floor);
- 1 internally illuminated red KFC Letters (3348mm from floor);
- Internally illuminated 700mm KFC rail letters and int-Illum Colonel's Shaped Sign Box;
- Non-illuminated large rooster;
- Internally illuminated Freshly Made All Day sign;
- Non-illuminated Made the Hard Way sign;
- non-illuminated window signs;
- Non-illuminated chickens wall vinyl;
- Internally illuminated window Chicken together with internally illuminated Hello Liverpool sign;
- Fourteen non-illuminated window manifestations, non-illuminated Opening Hours window vinyl's, non-illuminated internal window vinyl's, non-illuminated Push/Pull door graphics.

The illuminated signs have illuminance levels of 300cd/m² and both in terms of quality and size are similar to those displayed at Euro Garages sites which include drive thru restaurants and coffee shops.

POLICY CONSIDERATIONS

The application complies with the planning policies noted above.

AMENITY

The design of the signs is acceptable and consistent with the character and location of the site. The signs are not too large or out of proportion to the size of the buildings and site and of a type typically found at such sites. There are no dwellings in proximity which are affected by the signs. The signs are not detrimental to amenity

PUBLIC SAFETY

From knowledge of the site there has been no significant increase in accidents and the Highways engineer does not report any increase. The Highways Engineer does not have any objections to the application but does request a condition. The application is therefore acceptable with regard public safety. The signage does not harm public safety.

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CONCLUSION

The signage is acceptable in relation to amenity and public safety. The application complies with planning policies and 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.

- 2) The maximum luminance of the advertisements 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 Engineers (ILE) Technical Note 5 'The Brightness of Illuminated Advertisement'.

Reason: In the interests of safety and amenity and to comply with Policies CS2 and CS19 of the Knowsley Local Plan Core Strategy adopted January 2016 and saved Policy S10 of the Knowsley Replacement Unitary Development Plan adopted June 2006.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
14/09/2021	EG SBUX KFC BEACON 62 HUYTON	-	Location Plan
14/09/2021	EURO GARAGES 21- 420	-	Euro Garages Signage Drawings - Totem Signs
14/09/2021	EURO GARAGES SHOP 21-421	-	Euro Garages Signage
14/09/2021	EURO GARAGSTARBU CKS 20-000	-	Starbucks Signage
14/09/2021	KFC 21-422	-	KFC Signage

Informatives

- 1 NOTE FOR APPLICANT: The applicant's attention is drawn to the following comments:

It is noted that some signage is provided at a height of less than 2.1m. It is recommended that this height be increased to 2.1m, to help ensure members of public do not hit their head.

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PS/DC/OP04/05	003	23/9/02

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dlp.rtf

Lee Osborne
12 April 2022

Alan Kilroe
13 April 2022

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