

Regeneration and Economic Development Department

APPLICATION NO: 21/00346/ADV

APPLICANT: Euro Garages

WARD AFFECTED: Northwood

DEVELOPMENT: RETENTION OF DISPLAY OF SIGNAGE COMPRISING OF 1 NO FREE STANDING 8M HIGH INTERNALLY ILLUMINATED TOTEM SIGN AND 2 NO INTERNALLY ILLUMINATED FASCIA SIGNS TO SIDE OF BUILDING TOGETHER WITH 2 NO INTERNALLY ILLUMINATED FASCIA SIGNS TO FRONT ELEVATION AND 2 NO ADDITIONAL INTERNALLY ILLUMINATED FASCIA SIGNS TO FRONT ELEVATION TOTEM

LOCATION OF SITE: Coopers Lane Service Station, Coopers Lane, Knowsley Industrial Park, Kirkby, Knowsley, L33 7AL,

KNOWSLEY LOCAL PLAN ALLOCATION –

Primary Industrial Area - Primarily Industrial Area

Water Restricted Surface Area - North Area - Kirkby

RELEVANT POLICIES

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.

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 24 neighbours. 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:

RELEVANT PLANNING HISTORY

17/00745/FUL - ERECTION OF PETROL FILLING STATION, 1NO DRIVE THROUGH CAFE, AND 1NO DRIVE THROUGH RESTAURANT, TOGETHER WITH ACCESS, LANDSCAPING AND ASSOCIATED DEVELOPMENT. **Appeal allowed - 02/04/2020.**

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

DISPLAY OF SIGNAGE COMPRISING; PETROL FILLING STATION - 2 NO INTERNALLY ILLUMINATED FASCIA SIGN, 1 NO FASCIA VINYL SIGN AND 1 TOTEM COMPRISING OF 6 NO LED ILLUMINATED FASCIA SIGNS TO FRONT OF BUILDING INCLUDING 10 NO VINYL GRAPHICS TO FRONT WINDOWS AND 4 NO INTERNALLY ILLUMINATED FASCIA SIGN TO SIDE OF BUILDING TOGETHER WITH 2 NO FREE STANDING 3.4M HIGH DOUBLE SIDED OFF FEATHER FLAG SIGNS AND 1 NO FREE STANDING DOUBLE SIDED INTERNALLY ILLUMINATED PETROL SIGN INCLUDING DIGITAL PRICING DISPLAY.AND;
CAFE; 1 NO INTERNALLY ILLUMINATED FASCIA SIGNS, 1 NO INTERNALLY ILLUMINATED WORDMARK FASCIA SIGN AND 3 NO FROSTED VINYLs TO FRONT OF BUILDING AND; 2 NO INTERNALLY ILLUMINATED FASCIA SIGNS AND 2 NO INTERNALLY ILLUMINATED BUILT-UP FASCIA SIGNS TO ROOF OF BUILDING AND;1 NO INTERNALLY ILLUMINATED WORDMARK FASCIA SIGN TO SIDE OF BUILDING TOGETHER WITH 1 NO. FREESTANDING VEHICLE HEIGHT BARRIER WITH INTERNALLY ILLUMINATED SIGNAGE, 1 NO. FREESTANDING ORDER CANOPY WITH INTERNALLY ILLUMINATED SIGNAGE, 1 NO. FREE STANDING INTERNALLY ILLUMINATED DIGITAL DISPLAY SCREEN, 1 NO. FREE STANDING INTERNALLY ILLUMINATED TRIPLE DIGITAL DISPLAY SCREEN, 1 NO. FREESTANDING DOUBLE SIDED INTERNALLY ILLUMINATED SIGN, 2 NO FREE STANDING INTERNALLY ILLUMINATED BANNER FRAME SIGNS, 2 NO. FREE STANDING NON ILLUMINATED BANNER FRAME SIGNS AND 1 NO FREE STANDING 9M HIGH DOUBLE SIDED INTERNALLY ILLUMINATED TOTEM SIGN. **Granted - 14/04/2021.**

PROPOSAL

The application relates to the Euro Garages site on Coppers Lane, Knowsley Industrial Park. The application seeks consent to retain advertisement signage associated with businesses operating at the site. The signage consists of an 8m high and 2m wide internally illuminated totem sign with multiple business advertisement panels on consisting of the following businesses: Shell, Greggs, SBarro, Cinnabon. Totally Wicked and Starbucks with EG Group wording at the top. The other signage consent is sought for SBarro and Cinnabon totem panels on a previously existing totem facing the East Lancashire Road at the southern end of the site building, SBarro and Cinnabon panels above the tall glazing on the building frontage and to the side of the entrance doors plus SBarro and Cinnabon totem panels to a previously existing totem at the northern end of the building. The signage illuminance levels are 300 cd/m².

POLICY CONSIDERATIONS

The application complies with the planning policies noted above.

DESIGN, ACCESS AND CRIME PREVENTION

The design of the signs, including the totem sign, is acceptable and consistent with the character of the site. The signs are not too large or out of proportion to the size of the building or the previously existing signs and fit in well with the previous signage. As a result, there is no harm to amenity from the additional signage.

PUBLIC SAFETY

The signage does not harm public safety and this view is supported by the views of the Council's Highways Engineer as no objections are recorded by them.

CONCLUSION

The signs are acceptable in relation to amenity and public safety and complies with local planning policies; the application is therefore recommended for approval.

RECOMMENDATION:

That Advertisement Consent be granted subject to the following condition(s):-

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

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- 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
25/08/2021	BW1-00937917	-	Location Plan
	21-230	1	Planning Layout and Elevations/Details of Signage
21/07/2021	-	-	Clarification and Photos in response to Highways comments.

Lee Osborne

24 September 2021

Alan Kilroe
28 September 2021

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

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