

<u>APPLICATION NO:</u>	24/00237/ADV	<u>CASE OFFICER:</u>	Lee Osborne
<u>WARD:</u>	Northwood	<u>PARISH:</u>	
<u>LOCATION:</u>	Wendy's Drive Thru, Academy Business Park, Lees Road		
<u>PROPOSAL:</u>	ILLUMINATED WAYFARING (DIRECTIONAL) SIGN AND AMENDED ILLUMINATED PYLON SIGN (APPROVED BY VIRTUE OF ADVERTISEMENT CONSENT 23/02663/ADV).		

Site Description

The application site is the Wendy's drive-thru restaurant unit and associated curtilage set within a larger retail / industrial complex at Lees Road, Knowsley Industrial Park Kirkby. The unit is bounded by a coffee shop drive-thru to the northwest and employment units to the east, County Road to the south-west and Lees Road to the south east.

Proposal

The proposal is for an illuminated directional sign to direct to the drive-thru element of the business. The sign is sited on the north-eastern boundary of the Wendy's site within the overall Academy Business Park adjacent the unit's access / egress road to direct traffic to the unit within the Business Park road system. The sign is double fronted, directing from both sides. The sign has a distance of 1.6m from the top of the sign to ground level and 1m from the bottom of the sign to ground level and is pole mounted. The sign has a width of 0.7m. The sign has the Wendy's logo at the top and Drive-Thru with a directing arrow in white with red background beneath on both sides. The luminance level is 250 cd/m².

The application is also for the revised directional pylon sign previously approved to be retained. The sign is adjacent the boundary with County Road. The height of the approved sign was 4.3m whilst the revised sign has a height of 7.7m, and there is the addition of the wording Drive-Thru underneath the Wendy's wording which was not on the approved sign. The resulting sign has an increase in height from the bottom to the top of the sign 0.5m more than the previously approved sign.

Consultations

None Required

Representations

This application has been publicised by letters sent to 47 neighbours. No representations have been received.

Planning History

23/02663/ADV - INSTALLATION OF ILLUMINATED LOGO AND LETTERS TO NORTH-EAST AND SOUTH-EAST ELEVATIONS OF UNIT, ILLUMINATED

LETTERS TO NORTH-WEST AND SOUTH-WEST ELEVATIONS OF UNIT, NON-ILLUMINATED LETTERING TO NORTH-EAST AND SOUTH-WEST ELEVATION OF UNIT, NON-ILLUMINATED LOGO TO SOUTH-WEST ELEVATION OF UNIT, INSTALLATION OF FREE STANDING HEIGHT RESTRICTOR TO DRIVE-THRU, AND INSTALLATION OF ILLUMINATED TOTEM (PYLON) SIGN. Granted: 30.11.2023.

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.

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

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

The principle of signage at the site has been established by the approval of the previous advertisement consent permission and the operating use as a Drive-Thru restaurant.

Amenity

The directional advert is unobtrusive and appropriate for the Dive-Thru restaurant use within the overall Business Park setting. The overall increase in height of the pylon sign from the previously approved pylon sign, and the increased height of the actual sign, is appropriate in a built-up urbanised location adjacent a busy road with street lighting columns and on the edge of a Business Park with varying business units and their accompanying signage. The directional sign and the revised pylon sign have appropriate luminance levels and are not detrimental to the character of the area and overall there is no harm to amenity.

Public Safety

The directional sign does not adversely affect public safety as it is small scale and away from the public highways. The pylon sign does not affect highway safety (it would be prudent to condition luminance levels to ensure that they are not increased to level that could cause distraction). The sign is of a type commonly found at such business's adjacent busy roads both within the city region and nationwide. There is no harm to public safety from the signage. The luminance levels recommended are as per the previous advertisement consent approval for the site.

Conclusion

The signage is acceptable in relation to Amenity and Public Safety. The application complies with local 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 the safety and amenity of residents and users of the highway.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
08/05/2024	-	-	LOCATION PLAN
08/05/2024	DJ-0324-082	A	ILLUMINATED DIRECTIONAL SIGN

08/05/2024	DJ-0324-082	A	ILLUMINATED DIRECTIONAL SIGN POSITION
08/05/2024	DM-0623-291	H	PYLON SIGN
08/05/2024	DJ-0324-082	A	ILLUMINATED DIRECTIONAL SIGN POSITION (PYLON SIGN)

Signed Case Officer¹: **Lee Osborne**

Signed Authorising Officer²: **K Foster**

Date: **13 September 2024**

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

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

