

Regeneration and Economic Development Department

APPLICATION NO: 21/00501/ADV

APPLICANT: GMI Construction Group PLC

WARD AFFECTED: Whitefield

DEVELOPMENT: RETENTION OF SIGNAGE COMPRISING 2 NO. NON-ILLUMINATED TOTEM SIGN AND OTHER WAYFINDING SIGNAGE

LOCATION OF SITE: Land At Junction Of County Road/Hall Lane And To Rear Of St Chads Parade Together With Land At Cherryfield Crescent/Adrians Way/Eagles Court & Spicer Grove, Kirkby, ,

KNOWSLEY LOCAL PLAN ALLOCATION

Action Areas - Action Areas

Strategic Road Network

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

RELEVANT POLICIES

National Planning Policy Framework

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)

DQ3 - Gateway Sites and Corridors

S10 - Advertisements

TECHNICAL CONSULTATIONS:

Highway Authority - No objections

Major Development Team (KMBC) - No observations received.

Town Centre Management (KMBC)- No observations received.

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 29 neighbours. It has also been advertised by Site Notices.

There has been 1 letter of objection and no letters of support. The representation is summarised as follows:-

- a) Objection to the Morrison's signage installed on or around 20.10.21.
- b) Retrospective Application - Letter providing opportunity to object was not received until after installation. Disappointing that the signs were installed regardless of resident's views.
- c) Visual Amenity - Signs are an eyesore in view from property.
- d) Disruption - Family has had to put up with a lot due to the construction of Morrison's; changes to traffic lights system outside home and the increased traffic flow.
- e) Signs are final straw and the fact they were installed without even hearing the local resident's views find it totally disrespectful.

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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:

SITE AND SURROUNDING

The application relates to the Kirkby Town Centre redevelopment site on land and car parking area at the junction of County Road/Hall Lane and to the rear of St Chad's Parade.

RELEVANT PLANNING HISTORY

17/00559/FUL

ERECTION OF A MIXED-USE DEVELOPMENT, COMPRISING A FOODSTORE AND NON-FOOD RETAIL SHOPS (USE CLASS A1), FOOD & DRINK AND LEISURE USES (USE CLASSES A3/A5/D2), PETROL FILLING STATION, CAR PARKING, LANDSCAPING, HIGHWAY IMPROVEMENTS AND OTHER ASSOCIATED WORKS (INCLUDING 3 NO. ELECTRICITY SUBSTATIONS) ON LAND BOUND BY NORWICH WAY, HALL LANE, COUNTY ROAD AND IRLAM DRIVE; AND THE CONSTRUCTION OF A CAR PARK TOGETHER WITH ASSOCIATED WORKS ON LAND OFF CHERRYFIELD DRIVE AND CHERRYFIELD CRESCENT

Granted - November 2017

19/00228/FUL

VARIATION OF CONDITION NO'S. 2 (APPROVED PLANS), 12 (CCTV) AND 21 (VENTILATION) ATTACHED TO PLANNING PERMISSION 17/00559/FUL - TO ALLOW FOR ELEVATIONAL CHANGES TO FOODSTORE, UNITS 2, 5-9, 14 AND 15; MERGING OF UNITS 3 AND 4 TO FORM ONE LARGER UNIT; ALTERATIONS TO LAYOUT AND DESIGN OF PETROL FILLING STATION; ALTERATIONS TO CAR PARKING AND SERVICE AREAS

Granted - November 2019

20/00723/FUL

VARIATION OF CONDITION NO. 2 (APPROVED PLANS) ATTACHED TO PLANNING PERMISSION 19/00228/FUL TO ALLOW FOR ELEVATIONAL CHANGES TO FOOD STORE AND AMENDMENT TO DESIGN AND LAYOUT OF PETROL FILLING STATION BIN STORE / PLANT AREA, AND VARIATION OF CONDITION 18 TO ALLOW FOR SERVICING AND DELIVERIES TO UNIT 16 TO TAKE PLACE BETWEEN 06:00 AND 00:00.

Granted - April 2021

21/00151/ADV

DISPLAY OF SIGNAGE - KFC Restaurant, Irlam Drive

Granted - May 2021

21/00365/ADV

DISPLAY OF SIGNAGE - Taco Bell, Irlam Drive

Granted - July 2021

21/00674/ADV

DISPLAY OF SIGNAGE - Morrisons, Unit 1 Telegraph Way

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Granted - October 2021

21/00665/ADV

DISPLAY OF 2 NO. INTERNALLY ILLUMINATED FASCIA SIGNS TO FRONT ELEVATION - Home Bargains Unit 6 To 7

Pending Consideration

PROPOSAL

The application relates to the retention of signage that has been placed around the site in association with the re-development works to provide new shopping/restaurant units and associated car parking areas.

The scheme involves the erection of 2 no. non-illuminated totem signs and other wayfinding and ancillary signage.

Totem Signs

The totem signs are located at the entrance to a car park off Hall Lane and between the McDonalds Drive Thru' Restaurant and the Morrison's Petrol Filling Station adjacent to County Road.

The signs comprise double sided non-illuminated galvanised free standing totem signs. They have overall dimensions of 7m high and a width of 2m by 250mm deep.

There is 1 no. interchangeable section for the main name (1550mm by 900mm (h)) which depicts 'Kirkby Town Centre' together with 9 no. interchangeable sections for tenants (1550 mm x 500mm). The frame, cross members and base plates are finished black (Ral 9005). The totem signs will show the occupiers of units.

Other Signage

Other signage applied for comprises various traffic informative and regulatory signage within and around the car parking area and the units. They involve various non-illuminated flat aluminium signs on circular posts, finished grey. These include, for example, 'Parent and Child Parking'; Electric Vehicle Charging Point'; 'Disabled Parking' speed limit signs; and deliveries directional signage.

It is noted that the majority of 'other' signage which is incorporated within this application are of a class of advert for which Deemed Consent is granted Under Schedule 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 as amended, and as such could be sited without the benefit of Express Consent. Two 'Deliveries' signs (Sign Type 4) require Express Consent

POLICY CONSIDERATIONS

The application complies with Policies CS2 and CS19 of the Local Plan: Core Strategy and Saved Policies DQ3 and S10 of the Replacement UDP.

The National Planning Policy Framework establishes clear requirements for the assessment of advertisement control applications. Paragraph 136 states that:

The quality and character of places can suffer when advertisements are poorly sited and designed... Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

AMENITY

There has been one letter of objection received as a result of publicity. Prior to the objection letter being received, the objector had submitted a photograph of the sign that was of particular concern to them. That photograph was of a sign erected in relation to the Morrison's Supermarket and comprises a timber frame to display interchangeable vinyl banner signage. That and other signage specifically

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related to the Morrison's unit does not form part of the application currently under consideration and did not form part of a separate application for Advertisement Consent granted for the Morrison's unit, under planning reference 21/00674/ADV. This matter is currently being looked at by the Council's Enforcement Team.

Nevertheless, the objection goes on to state that ...the signs themselves are an eyesore and every time they look out the window, they now have these signs in their view. It is noted that the letter of objection is identified as being from an address which is some significant distance away, despite previous correspondence identifying the objector as occupying a property in close proximity to the application site.

The signage the subject of this application relates to their retention and as the objector points out, they were in place prior to residents being notified by letter. However, the Local Planning Authority can consider retrospective applications for work already carried out. This does not however mean that consent would automatically be granted and the application must be considered in the normal way.

The neighbour's concerns raised in relation to the disruption and increased traffic as a consequence of the wider re-development within the Town Centre are not material planning considerations in the assessment of this current application for Advertisement Consent.

The totem sign adjacent to Hall Lane is approximately 21 m from the boundary with Kirkby C of E School and approximately 96 m from the nearest residential properties on Hall Lane.

The Totem sign adjacent to County Road is approximately 30 m from the nearest residential properties on Kelday Close.

The visual impact of the advertisements on the amenity of the area is considered to be acceptable. The size and proposed number of adverts is considered to be appropriate for a forecourt associated with the retail/restaurant units and supermarket forecourt. It is therefore considered that the proposal does not have an adverse impact on the amenity of the area.

PUBLIC SAFETY

The advertisements are displayed on the forecourt, but some, particularly the totem signs are visible from the highway. It is not intended that the signage is illuminated.

The Local Highway Authority has no objection so it is considered that the proposal will not have a detrimental impact on public safety.

CONCLUSION

The proposed development is considered to be in accordance with the development plan and is compliant with the relevant local planning policies CS2, CS4 and CS19 of the Local Plan: Core Strategy and Saved Policies S10 and DQ3 the Knowsley Replacement UDP which is not outweighed by material considerations and therefore the application is recommended for approval.

RECOMMENDATION:

That Advertisement Consent be granted.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
17/08/2021	7563_V2_P780	REV B	PROPOSED SITE SIGNAGE PLAN
17/08/2021	7563_V2_P781	REV A	PROPOSED SITE SIGNAGE ELEVATIONS

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17/08/2021	7563_V2_P1000	-	LOCATION PLAN
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Maxine Wishart

6 December 2021

Alan Kilroe
7 December

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