

Regeneration and Economic Development Department

APPLICATION NO: 21/00151/ADV

APPLICANT: Quick Cater Limited

WARD AFFECTED: Northwood

DEVELOPMENT: DISPLAY OF SIGNAGE COMPRISING; 5 NO. NON-ILLUMINATED VINYL FASCIA SIGN, 5 NO. INTERNALLY ILLUMINATED WORDMARK FASCIA SIGNS, 2 NO. PART INTERNALLY ILLUMINATED FASCIA SIGNS AND 1 NO. VEHICLE HEIGHT BARRIER WITH INTERNALLY ILLUMINATED SIGNAGE TOGETHER WITH 1 NO. 8M HIGH DOUBLE SIDED INTERNALLY ILLUMINATED BUCKET PYLON SIGN, 1 NO. FREESTANDING INTERNALLY ILLUMINATED POSTER DISPLAY BOARD, 2 NO. FREESTANDING INTERNALY ILLUMINATED MENU DISPLAY BOARD, 1 NO. FREE STANDING INTERNALLY ILLUMINATED DIGITAL DISPLAY SCREEN, 7 NO. FREE STANDING NON-ILLUMINATED SIGNS AND 2 NO. FREE STANDING NON ILLUMINATED VINYL BANNER FRAME

LOCATION OF SITE: KFC Restaurant, Irlam Drive, Kirkby Town Centre, Knowsley, ,

KNOWSLEY LOCAL PLAN ALLOCATION –

Action Areas - Action Areas

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

Water Restricted Surface Area - North Area - Kirkby

RELEVANT POLICIES

KNOWSLEY LOCAL PLAN: CORE STRATEGY

TECHNICAL CONSULTATIONS:

NA

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 18 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:

PROPOSAL

This application seeks permission for the installation of signage to a previously permitted (17/00559/FUL) fast food restaurant under construction which will be part of a mixed use development located on the south side of Hall Lane in Kirkby Town Centre close to an existing McDonalds restaurant on land which is previously used as a car park. The facility will be operated by Kentucky Fried Chicken and will be consistent with the brand of the company. A previous approval for signage was granted in

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

July 2018 (18/00257/ADV) for 22 signs. The current proposal is an updated scheme and will override that previous scheme and is for a total of 29 signs. The signs include 8m high double sided pylon sign, a 4.3m wide and 3.25m high height restrictor, 2.3m high leader board, 2.5m wide and 2.3m high menu board, 1.5m speaker post with built-in speakers, directional and parking signage, 5.2m wide and 2.2m high banner frame to hold banner signs, KFC lettering and company logo and slogan signs on the building.

POLICY CONSIDERATIONS

Advertisement consents are determined under The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, which require proposals to have a satisfactory impact on amenity and public safety. The application also complies with Policies CS2 and CS19 of the Core Strategy and saved Policy S10 of the UDP.

PUBLIC SAFETY

All internally illuminated signage is rated no higher than 600cd/m which will have an acceptable impact on highway safety. The design of the signage is used widely by the applicant in similar developments.

RESIDENTIAL AMENITY

The signage, including a pylon sign which will be set back from Hall Lane and approximately 65m from the nearest residential dwelling, is considered to be acceptable in the context of the town centre location and the type of signage that is normally be expected with this type of development and would not lead to clutter that would affect the visual amenity of the local area.

CONCLUSION

The proposed signage will have an acceptable impact on amenity and public safety and is consistent with what would be expected for the development and is therefore recommended for approval.

RECOMMENDATION:

That Advertisement Consent be granted.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
23/02/2021	-	-	Location Plan
23/03/2021	G211	G	Proposed External Elevations - Signage Detail
23/03/2021	G121	H	Proposed Site Signage Plan
18/05/2021	-	-	Email from agent confirming that this scheme will override previously approved signage scheme.

Lee Osborne

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

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18 May 2021

Alan Kilroe

19 May 2021

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

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