

<u>APPLICATION NO:</u>	24/00448/ADV	<u>CASE OFFICER:</u>	Miss Kim Vo
<u>WARD:</u>	Stockbridge	<u>PARISH:</u>	Knowsley Parish Council
<u>LOCATION:</u>	Unit 5, Earlsfield Park, Arley Drive		
<u>PROPOSAL:</u>	DISPLAY OF SIGNAGE COMPRISING 1NO ILLUMINATED FASCIA SIGN.		

Site Description

The application relates to a newly constructed industrial building at Unit 5, Earlsfield Park. The application building forms part of a wider redevelopment of the site for industrial uses approved under applications ref: 20/00376/OUT and 23/01429/REM. The surrounding area includes the M57 motorway to the north, the Earlsfield Service station to the east and residential dwellings along Knowsley Lane to the south.

The application site is located within Sustainable Urban Extension area, as shown on the Policies Map and defined by Policy SUE1, SUE2 and SUE2b of the Knowsley Local Plan Core Strategy (January 2016).

Proposal

The proposal seeks to install 1no. illuminated fascia sign to the front, south facing elevation. The sign would measure 5500mm x 2330mm (width x height) and have an overall depth of 145mm. It would be finished in an aluminium laminate folded pan with printed vinyl background colour, fitted with built-up brushed metal letters, and internal LEDs to give the letters a white halo illumination.

Consultations

Highway Authority (08.01.2025): No objections subject to a condition controlling luminance levels.

Environmental Health (07.01.2025): No objections.

Knowsley Parish Council: No comments received.

Representations

This application has been publicised by a site notice displayed nearby on Knowsley Lane. No representations have been received.

Planning History

24/00687/FUL - Variation of Condition 4 attached to planning permission 23/01429/REM - to allow for the extended use of Unit 3 from Class B1 (now Class E(g)(ii)(iii)) and Class B8 to include Class F1(a), training facilities. Awaiting decision.

24/00686/FUL - Variation of Condition 26 attached to planning permission 20/00376/OUT to allow for the extended use of Unit 3 from Class B1 (now Class E(g)(ii) (iii)) and Class B8 to include Class F1(a), training facilities. Awaiting decision.

23/01429/NMA - Non Material Amendment following the grant of Reserved Matters 23/01429/REM – Amendments sought to approved plans for ancillary office floorspace reduced on Units 3 &, 4. floorspace and car parking spaces reduced and

motor cycle parking revised to Unit 4, revisions to car park layout to Unit 5, including electric vehicle spaces moved to main car park, footpaths added to site entrance on all units, site radius altered to 15m on both sides of entrance to all units & subsequent changes to landscaping plans for all units. Granted, 13 Feb 2024.

23/01429/REM - Application for Approval of Reserved Matters pursuant to Outline Planning Permission 20/00376/OUT - Access to be considered at this stage (all other matters reserved) - approval sought for appearance, landscaping, layout and scale. Granted, 08 Dec 2023.

20/00376/OUT - Outline Planning Permission for 30,530 sq m of employment floor space (Use Class B1 / B8) - access to be considered at this stage (all other matters reserved). Granted, 03 Feb 2021.

18/00062/NMA3 - Application for a Non-Material Amendment Following Grant of Planning Permission 18/00062/HYB - Amendment sought to hard landscaping schedule. Granted, 16 Jun 2021.

18/00062/NMA1 - Application for a Non-Material Amendment to Planning Permission 18/00062/HYB - Amendment sought to approved plans to allow for changes to site layout and house types on plots 34, 35, 36 , 41, 42, 43 & 52 - 62 (inclusive). Granted, 01 Oct 2019.

18/00062/NMA - Application for a Non-Material Amendment to Planning Permission 18/00062/HYB - Amendment sought to approved brick type (Condition 8). Granted, 29 Aug 2018.

18/00062/HYB - Detailed application for 4,180 sq.m of employment floor space (Use Class B1), 3,275 sq.m ancillary floor space (Use Classes A1/A4/C1/Sui Generis), 154 residential dwellings, improvements to Lord Derby Playing Fields/Oak Plantation and associated landscaping and infrastructure including a dedicated 500kva substation for the residential neighbourhood and a 1000kva substation for the eastern employment area and the demolition of Knowsley Lane Farm. Outline application for up to 26,350 sq.m of employment floor space (Use Classes B1) and associated landscaping and infrastructure. Granted, 17 Jul 2018.

17/00695/SO - Environmental Impact Assessment Screening Opinion Request in respect of detailed planning permission for 4,180 sqm employment floor space (Use Classes B1/B8), 3,325 sqm ancillary floor space (Use Classes A1/A3/A4/C1), 145 residential dwellings, improvements to Lord Derby Playing Fields/Oak Plantation, and associated landscaping and infrastructure. Outline Planning Permission for up to 26,350 sqm of employment floor space (Use Classes B1/B8) and associated landscape and infrastructure. EIA not required, 14 Dec 2017.

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 UDP, the Core Strategy Local Plan and the Joint Waste Local Plan. The following policies are relevant to the determination of this application.

Saved Policies - Knowsley Replacement UDP (June 2006)

Policy S10: Advertisements

National Policies

The National Planning Policy Framework (NPPF)

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

Advertisements are controlled under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Regulation 3 requires local planning authorities to control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and any other relevant factors. Paragraph 141 of the NPPF 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

Saved Policy S10 of the Knowsley Replacement UDP states that proposals to display advertisements will be permitted provided that they would not harm amenity in the following respects:

- a) They would not have an adverse effect on visual amenity either individually or together with other advertisements;
- b) Any illumination would be appropriate to the area and would not harm amenity through overly-bright, flashing or inappropriate forms of illumination;
- c) The advertisement would not be out of scale or harmony with the building or the existing street scene;
- d) They would use colours and materials which are appropriate to their context;
- e) They would not create clutter on a building or within the street scene;
- f) Where they would be within or adjacent to a Conservation Area, they would preserve or enhance the character and appearance of the area;
- g) Where they would be on or close to a Listed Building they would not adversely affect the special historic or architectural character of the building; and
- h) Where they occur in the Green Belt they would respect the visual amenity of the countryside.

The application building forms part of a wider redevelopment of the site for industrial

uses approved under applications ref: 20/00376/OUT and 23/01429/REM. The Earlsfield Service station is also situated to the east which currently features various advertisements of differing sizes, design and colours. The proposal would, therefore, be seen in context with the commercial and industrial nature of this area. The proposed sign will also be significantly set back from the neighbouring residential dwellings along Knowsley Lane by 200m and would be well screened from these dwellings by the landscaped area to the south of Unit 5, which includes several newly planted trees. The proposed sign itself would be constructed of suitable colours and materials and is of an appropriate size in relation to the application building. Given that the proposal is for 1no. sign only, the proposal is not deemed to result in visual clutter along the street scene. Environmental Health have also raised no objections. As such, it is considered that the proposal would not have a significant, detrimental impact on visual amenity or the locality, in accordance with Saved Policy S10 of the Knowsley Replacement UDP and the NPPF.

Public Safety

Saved Policy S10 of the Knowsley Replacement UDP states that proposals to display advertisements will be permitted provided that they would not harm public safety in the following respects:

- i) The proposals would not adversely affect highway safety or other forms of public safety.

The proposed signage would be seen in context with the application site's intended industrial use, as well as with the wider commercial/industrial area. Whilst the proposal will be illuminated, it will be limited to 1no. signage to the south elevation only and would not face towards the M57 motorway. The proposed sign will also be significantly set back from the neighbouring residential dwellings along Knowsley Lane by 200m. The Highway Authority has raised no objections, subject to a condition controlling maximum luminance levels. Subject to this condition, it is considered that the proposed signage would not adversely affect highway safety and would not result in a severe impact on public safety, in accordance with Saved Policy S10 of the Knowsley Replacement UDP and the NPPF.

Conclusion

The proposal is acceptable with regard to amenity and public safety in accordance with national and local policies. Therefore, the application 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 the residents and users of the adjacent highway in accordance with Saved Policy S10 of the

Knowsley Replacement Unitary Development Plan (Adopted June 2006) and the National Planning Policy Framework.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
10/12/2024	LL04	Rev. D	Landscape Proposals - Unit 5 [Location Plan]
10/12/2024	-M3167-(5)-200-sk1	Rev. H	Unit 5 - Elevations
10/12/2024	Current 2024 / LWC /Widnes	1	Widnes Main Entrance Signage
10/12/2024	M3167-100	Rev. T	Proposed Site Plan

Signed Case Officer¹: **Kim Vo**

Signed Authorising Officer²: **K Foster**

Date: **4 February 2025**

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

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