

REGENERATION AND ECONOMIC DEVELOPMENT DEPARTMENT

APPLICATION NO: 21/00733/ADV

APPLICANT: Mercedes-Benz Cars UK Ltd

WARD AFFECTED: Northwood

DEVELOPMENT: DISPLAY OF SIGNAGE COMPRISING; FRONT OF BUILDING; 2NO INTERNALLY ILLUMINATED FASCIA SIGNS, 1NO FREE STANDING SINGLE SIDED NON ILLUMINATED ENTRY SIGN, 1NO SINGLE SIDED INTERNALLY ILLUMINATED SIGN, 1NO DOUBLE SIDED INTERNALLY ILLUMINATED PYLON SIGN, 1NO FREE STANDING SINGLE SIDED INTERNALLY ILLUMINATED GATEWAY SIGN AND 1NO NON ILLUMINATED TOTEM SIGN AND; CAR PARK; 4NO FLAG POLE SIGNS

LOCATION OF SITE: 1 Element, Alchemy Way, Knowsley Industrial Park, Kirkby, L33 7AH

KNOWSLEY LOCAL PLAN ALLOCATION –

Primary Industrial Area

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

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.

PLANNING HISTORY

There are related applications for other advertisements at Unit 3 – (21/00731/ADV) and for conversion to commercial vehicle workshop and other external changes (21/00763/FUL).

TECHNICAL CONSULTATIONS:

Highways - No objection subject to a luminance condition. Issues raised with the previous highway response have now been addressed.

NEIGHBOUR NOTIFICATION:

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

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This application has been publicised by a site notice and by letters sent to 7 neighbours. No objections have been received.

ISSUES AND ASSESSMENT:

PROPOSAL

The application is for the installation of various signs at the premises.

POLICY CONSIDERATIONS

The application complies with Policies CS2 and CS19 of the Core Strategy and saved Policy S10 of the UDP.

AMENITY

The design of the signs is acceptable in its industrial area location close to a prominent road (A580) and proportionate in scale. The majority of the signs would be relatively small scale with minimal visual impact. The freestanding signs would be larger but would be located in the context of street trees lighting and other street furniture. Overall, there would be no harm to amenity from the proposal.

PUBLIC SAFETY

The signs would not adversely affect highway safety as the signs are located outside the highway and at an appropriate height for pedestrians. The proposal would therefore not harm public safety. This is supported by the views of the council's highways department who have no objection to the development subject to a luminance condition.

CONCLUSION

The proposal is acceptable in relation to amenity and public safety. The application complies with local planning policies and is recommended for approval.

RECOMMENDATION:

That Planning Permission be granted subject to the following condition(s):-

- 1) The proposal 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) Luminance Level

The maximum luminance of the advertisement 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 Professionals (ILP) Technical Note 5 'The Brightness of Illuminated Advertisement'.

Reason: In the interests of highway safety and amenity and to ensure compliance with saved Policy DQ2 of the Knowsley Unitary Development Plan adopted June 1998

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

Informative

1) Highways Licence

Please note, any advertisement outlined with this planning application cannot be placed within the highway boundary. It is illegal to overhang adopted highway without a highway licence granted by highway authority.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
23/11/2021	-	-	Plans and Elevations – Planning Booklet
05/10/2021	-	-	Location Plan

Informatives

N/A

Andrew Hunt

24 November 2021

Alan Kilroe

24 November 2021

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