

Date: 19th September 2023
Your Ref: PP-12447614
Our Ref: 15058

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Knowsley Metropolitan Borough Council
Planning Services - Knowsley Council
Municipal Buildings
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Dear Sir/Madam

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007

APPLICATION FOR ADVERTISEMENT CONSENT AT BRITONWOOD TRADING ESTATE, SOUTH OF FARADAY ROAD, KNOWSLEY, L33 7UT

DWD is instructed by Amazon UK Services Ltd to submit an application for advertisement consent at the above site for the following signage:

“The installation of non-illuminated signs across the site”

The application has been submitted via the Planning Portal and comprises this cover letter and the following documents:

- Application Form;
- Location Plan (DWN2 VSF-ASA-00-EX-SI-D-A-SAP1_(S2-P1) Rev P1);
- Proposed Signage Drawing (DWN2 VSF-ASA-00-EX.SI-D-A-SAP02_(S2-P2) Rev P2); and
- Signage Pro Forma.

Payment for this application to cover the requisite planning fee of £196.00 (inclusive of the Planning Portal administrative fee of £64.00) has been made online on the date of this letter.

The application follows planning permission granted on 5th July 2023 (ref: 23/00064/FUL) for change of use of land to form vehicle storage facility (Use Class B8) including the erection of 3 no. ancillary buildings, construction of hardstanding, erection of 2.4 metre high security fencing and other associated works.

Proposed Development

The application seeks advertisement consent for a series of directional signs, as set out below. For details on the specification of the sign as well as the location, please refer to drawing reference DWN2VSF-ASA-00-EX.SI-D-A-SAP02_(S2-P2) Rev P2 and the accompanying Signage Proforma. for the avoidance of doubt, please note that none of the signs are proposed to be illuminated. These are summarised below:

- 1 x Large Yard Rules (YR);
- 29 x Small Yard Rules (YR);
- 4 x Drivers Rest (DREST);
- 1 x Van Storage Direction (VSDIR 01);
- 1 x Van Storage Direction (VSDIR 02);
- 1 x Van Storage Direction (VSDIR 03);
- 3 x Van Storage Direction (VSDIR 04);
- 1 x Van Storage Direction (VSDIR 05);
- 1 x Van Storage Direction (VSDIR 06);
- 1 x Van Storage Direction (VSDIR 07); and
- 1 x Van Storage Direction (VSDIR 08)

Planning Assessment

Regulation 3 of the Town and Country Planning (Control of Advertisement) Regulations 2007 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, so far as they are material and any other relevant factors. Part 2(a)(b) of Regulation 3 sets out these factors which include the characteristics of the locality, such as historic interest, and impact on public safety comprising the safety of persons using any highway and whether the display of the advertisement is likely to obscure the interpretation of a sign or hinder any device used for security and surveillance purposes.

The purpose of the proposed signs is intended to improve navigability within the application site and to make clear that there are specific accesses for different types of vehicles. As set out within the application paperwork, none of the signs are proposed to be illuminated. The signage is considered to be suitable given the site's context in an industrial area and the size of the signage is in scale with the massing of the building and similar signage in the local area.

In relation to paragraph 136 of the NPFF (September 2023), the proposed advertisement(s) will not be detrimental to amenity of public safety, taking account of cumulative impacts, and should therefore not be subject to control.

In addition, it is considered that the signage complies with the Local Planning Authority's design criteria set out within the Knowsley Local Plan Core Strategy (January 2016) Policy CS19 (Design Quality and Accessibility in New Development) and Knowsley Replacement Unitary Development Plan (June 2006) Policy S10 (Advertisements). The signage has been sympathetically designed to respect the site's context and its relationship to adjoining buildings and the surrounding area. There are various existing employment uses within the immediate surroundings and each property has its own signage. The proposed signs are considered to have a negligible impact on the character of the local area.

We trust that the application includes sufficient information to enable it to be validated and should you require further information or clarification on any matter then please do not hesitate to contact me.

Yours faithfully,

Charlie Merry MPlan MRTPI
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