

<u>APPLICATION NO:</u>	25/00539/ADV	<u>CASE OFFICER:</u>	Reece Black
<u>WARD:</u>	Northwood	<u>PARISH:</u>	
<u>LOCATION:</u>	Wendys, 8 Academy Business Park, Lees Road		
<u>PROPOSAL:</u>	INSTALLATION OF 2 NO. EXTERNALLY ILLUMINATED FREESTANDING BANNER SIGNS		

Site Description

The application site is located at 'Wendy's' restaurant and drive-thru, and forms part of the wider site, 'Academey Business Park', bounded by Arbour Lane, County Road (A5208) and Lees Road. The application site comprises of 1 no. detached unit, located to the south of the wider site and is surrounded by other uses such as a Popeyes drive-thru, Costa Coffee drive-thru and a petrol filling station with associated retail and other commercial / industrial units.

The Wendy's unit contains existing signage associated with the business which comprise 1 no. illuminated directional sign to indicate the entrance to the drive-thru and 1 no. illuminated pylon sign.

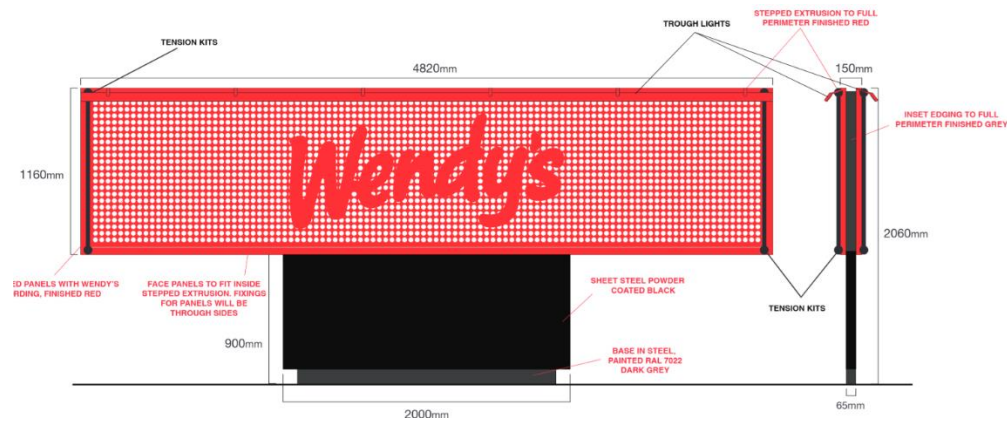
The application site is designated as a Primarily Industrial Area in the Local Development Plan.

Proposal

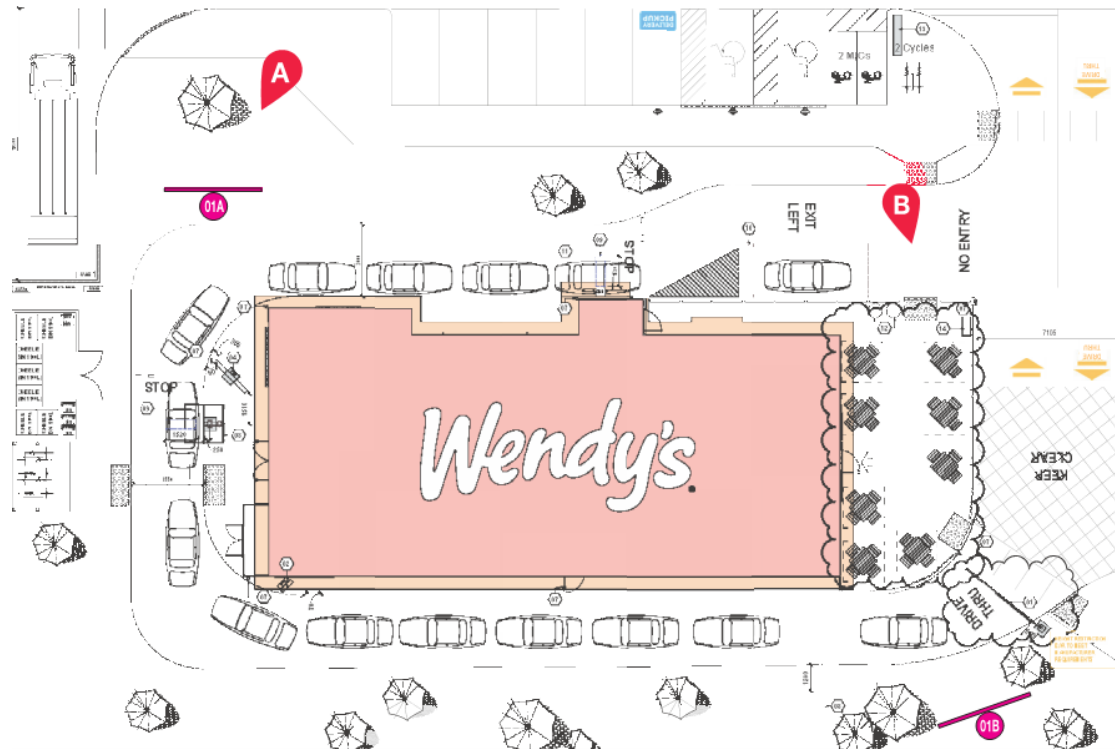
The proposal seeks advertisement consent for the installation of 2 no. externally illuminated freestanding banner signs.

Both pieces of signage would span a width of 4.8m, with a height of 2.1m at its tallest and a depth of 0.15m. The signs would be punched (perforated) panels with 'Wendy's' wording finished red. The signs would sit above a base in steel painted dark grey (RAL Colour 7022) and a sheet steel powder coated black; the bottom of the proposed signs would be located 0.9m from ground level. The signs would be served by curved external illuminated lighting (trough lights) which face onto the signage.

The proposed 2 no. signs would be frames where changeable offer banners will be placed; these signs would also be double sided.



Sign 01A would be located facing toward the ESSO petrol filling station and the internal highway within the Academy Business Park. Sign 01B would be situated to adjacent the site boundary and adjacent the highway of County Road.



Consultations

Highways Authority (Knowsley Council): - No objections, subject to a condition on the maximum illuminance.

Representations

This application has been publicised by letters sent to 25 neighbours and has also been advertised by site notice. No representations have been received.

Planning History

APP. NO: 19/00337/OUT
PROPOSAL: OUTLINE PLANNING APPLICATION FOR THE DEMOLITION OF WEIGHING STATION AND THE ERECTION OF 5 INDUSTRIAL UNITS (USE CLASS B1(C)/B2/B8); 7 TRADE COUNTER UNITS (B8 USE); 1 SELF-STORAGE FACILITY (B8 USE); 1 RETAIL/FOOD UNIT (USE CLASS A1/A3/A5) AND 1 DRIVE-THRU UNIT (USE CLASS A1/A3/A5) TOGETHER WITH CAR PARKING AND ASSOCIATED WORKS.

DECISION: GRANTED
DECISION DATE: 26 February 2020

APP. NO: 20/00146/REM
PROPOSAL: APPLICATION FOR APPROVAL OF RESERVED MATTERS PURSUANT TO OUTLINE PLANNING PERMISSION
OUTLINE PLANNING PERMISSION 19/00337/OUT - FOR THE DEMOLITION OF WEIGHING STATION AND THE ERECTION OF 5 INDUSTRIAL UNITS (USE CLASS B1(C)/B2/B8); 7 TRADE COUNTER UNITS (B8 USE); 1 SELF-STORAGE FACILITY (B8 USE); 1 RETAIL/FOOD UNIT (USE CLASS A1/A3/A5) AND 1 DRIVE-THRU UNIT (USE CLASS A1/A3/A5) TOGETHER WITH CAR PARKING AND ASSOCIATED WORKS
- - APPROVAL SOUGHT FOR LANDSCAPING

DECISION: GRANTED
DECISION DATE: 12 June 2020

APP. NO: 23/02663/ADV
PROPOSAL: INSTALLATION OF ILLUMINATED LOGO AND LETTERS TO NORTH-EAST AND SOUTH-EAST ELEVATIONS OF UNIT, ILLUMINATED LETTERS TO NORTH-WEST AND SOUTH-WEST ELEVATIONS OF UNIT, NON-ILLUMINATED LETTERING TO NORTH-EAST AND SOUTH-WEST ELEVATION OF UNIT, NON-ILLUMINATED LOGO TO SOUTH-WEST ELEVATION OF UNIT, INSTALLATION OF FREE STANDING HEIGHT RESTRICTOR TO DRIVE-THRU, AND INSTALLATION OF ILLUMINATED TOTEM (PYLON) SIGN

DECISION: GRANTED
DECISION DATE: 30 November 2023

APP. NO: 24/002373/ADV
PROPOSAL: ILLUMINATED WAYFARING (DIRECTIONAL) SIGN AND AMENDED ILLUMINATED PYLON SIGN (APPROVED BY VIRTUE OF ADVERTISEMENT CONSENT 23/02663/ADV).

DECISION: GRANTED
DECISION DATE: 13 September 2025

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

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS2 - Development Principles

CS4 - Economy and Employment

CS19 - Design Quality and Accessibility in New Development

SAVED POLICIES - KNOWSLEY REPLACEMENT UNITARY DEVELOPMENT PLAN (ADOPTED JUNE 2006)

EC3 - Primarily Industrial Areas

DQ3 - Gateway Sites and Corridors

S10 - Advertisements

SUPPLEMENTARY PLANNING DOCUMENTS (SPD)

Shopfront and Signage Design SPD (2023)

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 consents are determined under the Town and Country Planning (Control of Advertisements (England) Regulations 2007). In determining an application for advertisement Consent a Local Planning Authority will have regard only to considerations of amenity and public safety.

Paragraph 141 of the NPPF stipulates that *the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.*

Saved Policy S10 of the Knowsley Replacement UDP outlines 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*
- (h) *Where they occur in the Green Belt, they would respect the visual amenity of the countryside.*
- (i) *The proposals would not adversely affect highway safety or other forms of public safety.*

AMENITY

Saved Policy DQ3 defines some major infrastructure routes within the borough should seek to enhance the visual appearance of the route and that development visible along these routes must be of high quality. County Road (A5208) links the East Lancs Road (A580) and the M57 (which are listed routes within DQ3) to Kirkby Town Centre.

The proposed signage is of small scale and would positively integrate into the locality; this type of signage is conventional for drive-thru restaurants and would not appear incongruous. Furthermore, given the similar uses of the nearby units within the locality, the proposal would be appropriate for the site. Therefore, no adverse effects on visual amenities, even when considered with other advertisements, would be considered to occur. The proposed adverts would be appropriate for the drive-thru and have a very minor impact within the locality.

The 2 no. proposed signs would use appropriate colours which integrate with the branding, but more saliently, emulate the colour and materials found elsewhere across the site (associated with the business), which helps foster coherence with the signage, protect visual amenities and accords with Saved Policy S10.

The illumination proposed would be appropriate to the locality and the static, external lighting and avoidance of overly-bright, flashing or inappropriate forms of illumination would further protect amenities of the area and accord with Saved Policy S10.

There are no residential properties within the immediate locality or surrounding the application site. Therefore, the proposed adverts would pose no harm to residential

amenities.

PUBLIC SAFETY

The proposed signage would not negatively impact public safety as the proposed signage is located away from the public footpath and although 01B is located closely adjacent to County Road, it would be located over 1m away from the site boundary and behind the green palisade fencing. Sign 01A is substantially set-in from County Road and just under 10m from the internal highway that runs through the Academy Business Park; this sign would not be considered to cause any adverse impacts to public safety.

This view is supported by the local highway authority (lha) who note that the signs are located within the private forecourt of the site and do not encroach onto the adopted highway. Moreover, their siting will not obstruct pedestrian desire lines or vehicle visibility when entering or exiting the site. the signs are positioned well away from junction sightlines, footways, tactile paving and any adopted crossing points. Therefore, as such, the proposed signage is not expected to raise any highway safety concerns or impact the local highway network; the signage is not anticipated to distract motorists passing the site.

The lha also note that the application has indicated levels of 300 cd//m², however, no clarity is provided as to whether this relates to daytime luminance, nighttime luminance or both. As a result, Highways recommend that a standard condition, to ensure that brightness levels remain accessible and do not result in glare or distraction to road users, a condition pertaining to maximum luminance levels (for both daytime and nighttime) shall be included, should the application be approved.

Conclusion

The proposal is acceptable with regard to amenity and public safety and is in accordance with Saved Policy S10 of the Knowsley Replacement UDP and the NPPF. 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 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.

- 3) The maximum luminance of the advertisement displays shall not exceed 600 cd/m² during daylight hours and 300 cd/m² during the hours of darkness, in accordance with the recommended maximum luminance values set out in Tables 10.4 and 10.5 of the Institution of Lighting Professionals – Professional Lighting Guide (PLG05): Brightness of Illuminated Advertisements including Digital Displays (or any equivalent values set out in a replacement guide). The daytime luminance shall also be automatically

controlled to reflect ambient light conditions to ensure that the display is neither excessively bright nor too dim.

Reason: In the interests of amenity, public safety and to retain effective planning control and to comply with the National Planning Policy Framework (2024), Policies CS2 and CS19 of the Knowsley Local Plan: Core Strategy (2016), Saved Policy S10 of the Knowsley Replacement UDP (2006), and the Shopfronts and Signage Design SPD (2016).

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
31/10/2025	PAGE 1	ISSUE 5	SIGNAGE SECTION AND ELEVATION
31/10/2025	PAGE 2	ISSUE 5	PROPOSED SITE PLAN WITH SIGNAGE POSITIONS
31/10/2025	PAGE 2	ISSUE 5	PHOTOS WITH SIGN VISUALS
31/10/2025	-	-	LOCATION PLAN

Signed Case Officer¹: Reece Black

Signed Authorising Officer²: Jo Sheridan

05/12/2025

Date: _____

Informatives

Not applicable.

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

² 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