

REGENERATION AND ECONOMIC DEVELOPMENT DEPARTMENT

APPLICATION NO: 21/00674/ADV

APPLICANT: Morrisons Supermarket

WARD AFFECTED: Whitefield

DEVELOPMENT: DISPLAY OF SIGNAGE COMPRISING; PETROL FILLING STATION; 3NO INTERNALLY ILLUMINATED SIGNS TO PFS CANOPY, 1NO INTERNALLY ILLUMINATED KIOSK SIGN AND 1NO NON ILLUMINATED TOTEM SIGN TO FRONT OF BUILDING TOGETHER WITH 1NO INTERNALLY ILLUMINATED DIGITAL SIGN AND 1NO INTERNALLY ILLUMINATED PANEL SIGN TO SIDE OF BUILDING TOGETHER WITH 1NO INTERNALLY ILLUMINATED PANEL SIGN TO REAR OF BUILDING AND 1NO FREESTANDING GOAL POST TOTEM SIGN AND; SUPERMARKET; 3 NO INTERNALLY ILLUMINATED FASCIA SIGNS AND 1 NO INTERNALLY ILLUMINATED WORDMARK/LOGO FASCIA SIGN TO FRONT OF BUILDING TOGETHER WITH 1 NO INTERNALLY ILLUMINATED PANEL SIGN TO SIDE OF BUILDING

LOCATION OF SITE: Morrisons Unit 1, Telegraph Way, Kirkby Town Centre, Knowsley, L32 8US

KNOWSLEY LOCAL PLAN ALLOCATION –

Kirkby Town Centre
Principal Regeneration Area – Kirkby Town Centre
Strategic Road Network

RELEVANT POLICIES

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS2 - Development Principles
CS10 - Principal Regeneration Area – Kirkby Town Centre
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 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.

PLANNING HISTORY

None Relevant.

TECHNICAL CONSULTATIONS:

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

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Highways - No objection. The location and positioning of the proposed signage is deemed reasonable. All signs are located outside of the adopted highway boundary and are set above a height of 2.1m to ensure adequate pedestrian clearance.

It should be noted - the forecourt sign next to the McDonalds totem on the corner (no. 13) has large footings and there is a large drop in levels to the side of it that may cause issues on installation. This should be considered. Recommend a planning condition in relation to luminance levels.

NEIGHBOUR NOTIFICATION:

This application has been publicised by a site notice and by letters sent to 91 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, CS10 and CS19 of the Core Strategy and saved Policy S10 of the UDP.

AMENITY

The design of the signs is acceptable in its town centre location and proportionate in scale. The majority of the signs would be relatively small scale with minimal visual impact. The totem sign would be larger but would be located next to an existing taller and larger totem, it would therefore have minimal effect on amenity. 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 highways 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.

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

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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 order to avoid harmful impacts from excessive brightness.

Informative

1) Levels

It should be noted - the forecourt sign next to the Mcdonalds totem on the corner (no. 13) has large footings and there is a large drop in levels to the side of it that may cause issues on installation. This should be considered.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
20/08/2021	-	-	Location Plan
20/08/2021	-	Issue 11	Plans and Elevations – Planning Booklet

Informatives

N/A

Andrew Hunt

7 October 2021

Alan Kilroe

25 October 2021

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

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