

APPLICATION NO: 25/00374/ADV **CASE OFFICER:** Louise Robinson

WARD: Whitefield **PARISH:** N/A

LOCATION: My Dentist, Unit 8, Telegraph Way, Kirkby Town Centre, Knowsley, L32 8US

PROPOSAL: RETENTION OF ADVERTISEMENT SIGNAGE COMPRISING OF
- 1NO INTERNALLY ILLUMINATED FASCIA SIGN, 1NO
INTERNALL ILLUMINATED PROJECTING SIGN, 1NO
INTERNALLY ILLUMINATED DIGITAL SCREEN, 4NO WINDOW
VINYLS AND 2NO NON ILLUMINTED FASCIA SIGNS

Site Description

The application site relates to a relatively new unit built within the Kirkby Town Centre 'Morrisons' regeneration scheme (approved under planning reference 17/00559/FUL).

The application site is located as a Town and District Centre, as shown on the Policies Map and defined by Policies CS1, CS6 and CS10 of the Knowsley Local Plan: Core Strategy (January 2016).

Proposal

Permission is sought for advertisement consent for the retention of 1no. internally-illuminated fascia sign, 2no. non-illuminated fascia signs, 1no. internally-illuminated projecting sign, 1no. internally-illuminated digital screen and 4no. window vinyl's.

At the time of carrying out the site visit on 03 July 2025, the advertisements had been installed. Therefore, the application is retrospective.

The details of the advertisement(s) are outlined below:

Sign	Dimensions	Height from Ground	Letter Heights	Materials	Colour	Illumination
Fascia Sign 'My Dentist'	8.50m (W) x 1.20m (H)	3.8m	100cm	Flexface box banner fabric facing sign 200mm aluminium tension extrusion frame and internal LED illumination on back panel.	Text: White / Mushroom Background: Grey	Internally- Illuminated 200 cd/m ² Static
Fascia Sign 'Information Sign 1'	0.38m (W) x 1.15m (H)	1.6m	5cm	Constructed from 2 aluminium side quadrant extrusions. A 150mm Header Panel (Aluminium), a 100mm Address Panel (Aluminium), 75mm Name Panels as	Text: White / Mushroom / Grey Background: Grey / White	Non- Illuminated

				required (Aluminium). All text logos to be self-adhesive vinyl with satin laminate printed to match corporate 'My Dentist' and NHS brand colours.		
Fascia Sign 'Information Sign 2'	0.38m (W) x 1.15m (H)	1.6m	5cm	Constructed from 2 aluminium side quadrant extrusions. A 150mm Header Panel (Aluminium), a 100mm Address Panel (Aluminium), 75mm Name Panels as required (Aluminium). All text logos to be self-adhesive vinyl with satin laminate printed to match corporate 'My Dentist' and NHS brand colours.	Text: White / Mushroom / Grey Background: Grey / White	Non-Illuminated
Projecting Sign 'My Dentist Logo'	0.75m (W) x 0.55m (H)	5.47m	10cm	3mm (Powder Coated) Aluminium with push through acrylic letters. Internally illuminated with LED	Text: White and Mushroom Background: Grey	Internally-Illuminated 200cd/m ² Static
Digital Screen	0.70m (W) x 1.25m (H)	0.75m	50cm	Digital Screen positioned internally.	Mixed	Internally-Illuminated 200cd/m ² Static
Window Vinyl (1)	1.50m (W) x 2.40m (H)	0.40m	Mix of letters and images	Window vinyl – internally applied	Mixed	Non-Illuminated
Window Vinyl (2)	1.50m (W) x 2.40m (H)	0.40m	Mix of letters and images	Window vinyl – internally applied	Mixed	Non-Illuminated
Window Vinyl (3)	1.50m (W) x 2.40m (H)	0.40m	Mix of letters and images	Window vinyl – internally applied	Mixed	Non-Illuminated
Window Vinyl (4)	1.50m (W) x 2.40m (H)	0.40m	Mix of letters and images	Window vinyl – internally applied	Mixed	Non-Illuminated

Consultations

Highways – No objections, subject to conditions.

Based on the submitted details, Highways have no objections to the signage.

The signage is set back from the highway and will not interfere with visibility splays or sightlines. It is not considered likely to have any adverse impact on highway safety or the local highway network.

Town Centre Management – Comments as followed:

The application does not suggest that it is a retrospective application, however it effectively is, as the business is open and trading and the signage has been installed as per this application.

Representations

This application has been publicised to 4 neighbouring units and 1 no. site notice displayed near to the site (as of 03 July 2025). No comments or objections were received during the consultation period.

Planning History

24/00229/COU	Change of Use from Use Class A1 (Use Class E(A/B)) to Use Class E(E) to facilitate a new Dental Practice together with erection of fencing to house clinical waste enclosure. Granted (10.06.2024)
17/00559/FUL	Erection of a Mixed-Use Development, comprising a food store and non-food retail shops (Use Class A1), food & drink and leisure uses (Use Classes A3/A5/D2), petrol filling station, car parking, landscaping, highway improvements and other associated works (including 3 no. Electricity substations) on land bound by Norwich Way, Hall Lane, county road and Irlam Drive; and the construction of a car park together with associated works on land off Cherryfield Drive and Cherryfield Crescent Granted (20.11.2017)

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 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.

NATIONAL PLANNING POLICY FRAMEWORK

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

Policy S10 Advertisements

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 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. 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'.

Amenity

Saved Policy S10 of the Knowsley Development SPD 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.

The application site is identified as a Town and District Centre in the Knowsley Local Plan: Core Strategy.

The site is surrounded by existing commercial units to the north, east and south of the site, including the Morrisons Supermarket, Home Bargains and Pure Gym. To the west of the site is the existing Multi-Storey Car Park which was recently renovated in 2023/2024.

The existing surrounding units feature various advertisements of different sizes, designs and colours. The proposal would be seen in context with the commercial nature of this area.

The proposed signage consists of 1no. internally-illuminated fascia signs, 2no. non-illuminated fascia signs, 1no. internally-illuminated projecting sign, 1no. internally-illuminated digital screen and 4no. window vinyl's, to advertise the dentist that has recently moved into Unit 8.

The signs have been constructed in colours and materials which suit the area and are of an appropriate size in relation to the surrounding area, and do not result in visual clutter along the street scene.

Therefore, the signage has not resulted in a significant change to the appearance of the street scene and do not have a detrimental impact on the visual amenity of the locality and is in accordance with Saved Policy S10 of the Knowsley Replacement UDP and the NPPF.

Public Safety

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

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

The signs would be a mixture of internally-illuminated and non-illuminated signage that would be affixed to the unit.

Highways have no objections, as the signage is set back from the highway and do not interfere with visibility splays or sightlines. It is not considered likely that the signage would have any adverse impact on highway safety or the local highway network.

Conditions will be applied on any granting of planning permission, to ensure that the illuminance levels of the internally-illuminated signs are controlled, to comply with Policy S10 of the Replacement UDP.

As such, it is considered that the signs do not adversely impact highway safety and do not result in a severe impact on public safety. The proposal is 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 Saved Policy S10 of the Knowsley Replacement UDP and the NPPF. Therefore, the application is recommended for **approval**.

Recommendation

That planning permission be granted subject to the following conditions:

- 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) In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum nighttime luminance value set out in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order 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, adopted January 2016, Saved Policy S10 of the Knowsley Replacement Unitary Development Plan, adopted June 2006 and Shopfronts and Signage Design SPD (2016).

- 3) In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions, and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order 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, adopted January 2016, Saved Policy S10 of the Knowsley Replacement

Unitary Development Plan, adopted June 2006 and Shopfronts and Signage Design SPD (2016).

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
25/06/2025	AQ32-001	-	Existing and Proposed Signage

Signed Case Officer¹:

Louise Robinson

Signed Authorising Officer²:

Mark Quinn

Date:

07.08.2025

Informatives

N/A

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

Site Photographs

