

<u>APPLICATION NO:</u>	23/02713/ADV	<u>CASE OFFICER:</u>	Lee Osborne
<u>WARD:</u>	Northwood	<u>PARISH:</u>	
<u>LOCATION:</u>	McDonalds, Coopers Lane Service Station, Coopers Lane		
<u>PROPOSAL:</u>	ADVERTISEMENT CONSENT FOR THE DISPLAY OF SIGNAGE 1NO. MCDONALDS GOLDEN ARCH LOGO AND 2NO. BUILDING LETTER SIGNAGE		

Site Description

The application comprises a McDonald's drive-thru restaurant, car parking and associated curtilage to the west of The Copper Pot PH, and to the north of the A580. The site is accessed from Coopers Lane and to the west of the site is a petrol filling station with retail attachment and a Starbucks drive-thru café all accessed off the same access road as the application site.

Proposal

The proposal is for 3 additional signs to the McDonald's drive-thru restaurant building. The signs would be a Golden Arch symbol, a drive-thru 'PAY' text sign and a drive-thru 'COLLECT' sign.

The Golden Arch sign would be on the south elevation and have a height from ground level to the top of the sign of 2.8m and a width of 1.8m; the Golden Arch would have a height of 1.58m. The 'PAY' sign would be on the north elevation and spell out PAY in letters, alongside the vertical upright of the pay kiosk window, running at 90 degrees to the horizontal. It would have a height from the top of the sign to ground level of 1.8 and the letters would be 0.3m high/wide. There would be a distance of 0.9m from ground level to the first letter. The 'COLLECT' sign would be on the north elevation and set alongside the vertical upright of the collect kiosk window and run at 90 degrees to the horizontal. There would be a distance of 2.8m from the top of the sign to ground level, and the letters would be 0.3m high/wide. There would be a distance of just under 1m from ground level to the bottom of the sign. The Golden Arch and all letters would have a maximum illuminance of 600cd/m².

Consultations

Highway Authority - No objections in principle but request a condition limiting illuminance levels to not exceed 300cd/m² between dusk and dawn, and 600cd/m² outside of these times.

Representations

This application has been publicised by letters sent to 15 neighbours. No representations have been received.

Relevant Planning History

17/00745/FUL - ERECTION OF PETROL FILLING STATION, 1NO DRIVE

THROUGH CAFE, AND 1NO DRIVE THROUGH RESTAURANT, TOGETHER WITH ACCESS, LANDSCAPING AND ASSOCIATED DEVELOPMENT. Granted: 29.03.2019.

23/00922/ADV - ADVERTISEMENTCONSENT FOR THE DISPLAY OF SIGNAGE INCLUDING 1 NO. DIGITAL UNIT SINGLE SCREEN, 3 NO. DIGITAL UNIT DOUBLE SCRRENS, 3 NO. DOUBLE SIDED BANNER UNIT, 2 NO. BUILDING LETTER SIGNAGE, 2 NO. MCDONALDS GOLDEN ARCH LOGO, 1 NO. SINGLE DIGITAL RECONNECT SCREEN AND 1 NO TOTEM SIGNAGE. Granted: 01.08.2023.

23/00758/FUL - VARIATION OF CONDITION NO. 2 (APPROVED PLANS) ATTACHED TO PLANNING PERMISSION 17/00745/FUL (ERECTION OF PETROL FILLING STATION, 1NO DRIVE THROUGH CAFE, AND 1NO DRIVE THROUGH RESTAURANT, TOGETHER WITH ACCESS, LANDSCAPING AND ASSOCIATED DEVELOPMENT) TO ALLOW FOR ALTERATIONS AND EXTENSIONS TO THE RESTAURANT BUILDING AND RECONFIGURATION OF THE SURROUNDING LANDSCAPED AREA AND CAR PARK AND NEW SUBSTATION. Granted: 04.10.2023.

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

CS19 - Design Quality and Accessibility in New Development

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

S10 - Advertisements

Article 35 Statement

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.

Assessment

Amenity

The proposed advertisements would be of standard appearance and similar in appearance to other McDonalds restaurants in Knowsley and nationally. The other corporate signage within the site and on the building together with the location of the site as part of a small retail complex and the presence of the A580 to the south means that the adverts would be in keeping with the character of the area and would not be detrimental to amenity.

Public Safety

The signs would not adversely affect public safety as they would be located amongst other signage both within the site including on the building, and with the site part of a small retail complex with signage. This view is supported by the council's highways authority who have no objection but do request a condition limiting levels of luminance.

Conclusion

The proposal would be acceptable in relation to amenity and safety. The application complies with local planning policies and 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 maximum luminance of the advertisements 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 Engineers (ILE) Technical Note 5 'The Brightness of Illuminated Advertisement'.

Reason: In the interests of amenity and highways safety and to comply with Policies CS2 of the Core Strategy adopted January 2016 and Saved Policy S10 of the UDP adopted June 2006.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
12/10/2023	13285_AEW_1888_0001	-	LOCATION PLAN
12/10/2023	13285_AEW_1888_0009	J	PROPOSED SIGNAGE ELEVATIONS

Signed Case Officer¹: **Lee Osborne**

Signed Authorising Officer²: **K Foster**

Date: **2 February 2024**

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

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