

Regeneration and Economic Development Department

APPLICATION NO: 22/00139/ADV

APPLICANT: Highbourne Group Limited

WARD AFFECTED: St Gabriels

DEVELOPMENT: DISPLAY OF 4 NO. INTERNALLY ILLUMINATED FASCIA SIGNS, 3 NO. NON-ILLUMINATED FASCIA SIGNS, 4 NO. AO POSTER SIGNS AND 1 NO. NON-ILLUMINATED PRINTED VINYL GRAPHIC SIGN

LOCATION OF SITE: City Plumbing, Stretton Way, Huyton, Knowsley

KNOWSLEY LOCAL PLAN ALLOCATION –

Primary Industrial Area

RELEVANT POLICIES

National Planning Policy Framework

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)

DQ3 - Gateway Sites and Corridors

S10 - Advertisements

TECHNICAL CONSULTATIONS:

Tarbock Parish Council - No Comments Received.

Highway Authority - No objections in principle.

NEIGHBOUR NOTIFICATION:

While there is no statutory requirement for a local planning authority to publicise applications for advertisement consent, this application has been publicised by letters sent to 6 neighbours. No representations have been received.

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.

ISSUES AND ASSESSMENT:

RELEVANT PLANNING HISTORY

19/00094/FUL

ERECTION OF 2 NO. BLOCKS OF FOUR BUSINESS UNITS (USE CLASS B1a) AND ASSOCIATED EXTERNAL WORKS AND PARKING ARRANGEMENTS - Land Adjacent to D Evans Electrical Wilson Road

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

Granted – November 2019.

21/00432/FUL

PART DEMOLITION AND RECONFIGURATION OF 2 NO. EXISTING UNITS TO FORM 3 NO. INDUSTRIAL UNITS WITH A FLEXIBLE B2/B8 USE TOGETHER WITH EXTERNAL ALTERATIONS AND OTHER ASSOCIATED WORKS.

Granted - January 2022.

SITE AND SURROUNDINGS

The application site is situated within a Primarily Industrial Area. The site forms part of a development recently granted planning permission for alterations to units and for flexible B2/B8 use, located off Stretton Way, Huyton. The application relates to Unit 6b of that development. The unit is currently vacant but works in relation to the earlier planning permission are substantially complete. The unit is accessed from Stretton Way, although the principal elevation of the unit faces onto Wilson Road.

There is an extant planning permission on the adjacent strip of land between the application site and Wilson Road. The consent is for the erection of units granted under planning reference 19/00094/FUL detailed above.

The site is surrounded by other industrial uses on the wider Huyton Business Park.

PROPOSAL

The application seeks advertisement consent to display signage at a unit recently granted planning permission as detailed in the planning history above. Notwithstanding the consent granted for the use of the building, the granting of Advertisement Consent would not confer any approval or permission for the use of the building and the applicant would be advised of this by informative if consent to display the advertisements is granted.

The proposed signage would comprise:

4 no. Illuminated Fascia Signs

Sign 1 and 8

Internally illuminated aluminium extrusion frame with a flexible vinyl face having yellow and white text on in the main a blue background although the side panel would have white lettering on blue, red, yellow and green background.

The signs would read 'City Plumbing' with web address and a list of services. They would be located on the western elevation facing Wilson Road and the southern elevation.

Dimensions: 200mm (h) x 4400 mm (w) x 135 mm (d). Base at 2.4 m above ground level.

Illuminance level: static - 300cd/m²

Signs 2 and 9

Aluminium extrusion frame with a flexible vinyl face having white text on a blue background.

The signs would read 'The Bathroom Showroom' and the web address.

Dimensions: 2200mm (h) x 2800 mm (w) x 135 mm (d). Base at 2.4 m above ground level.

Illuminance level: static - 300cd/m²

3 No. Non-Illuminated Fascia Signs

Sign 3

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

Aluminium sign of blue background with white lettering depicting 'Welcome' located on the western elevation above entrance doors.

Dimensions: 300 mm (h) x 2000 mm (w) x 30 mm (d). Base at 3.2 m above ground level.

Sign 5

Aluminium sign with applied white vinyl graphics on blue background depicting the opening hours located to the side of the entrance on the western elevation.

Dimensions: 600 mm (h) x 420 mm (w) x 30 mm (d). Base at 1.2 m above ground level.

Sign 7

Aluminium sign depicting logo and 'Goods Inward' in yellow and white lettering / graphics on blue background.

Dimensions: 500 mm (h) x 700 mm (w) x 30 mm (d). Base at 4 m above ground level.

The application package signage details includes an additional sign (Sign 6) which is not applied for, and which is not under consideration of this application. That sign would be non-illuminated and have dimensions of 150 mm (h) x 200 mm (w). This meets the criterion of Class 2 (b) of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 9as amended) and as such has deemed consent to be displayed without an application being made to the Local Planning Authority.

4 no. Non-Illuminated AO Poster Frames

Sign 4

Aluminium A0 lockable poster frames.

Dimensions: 1189 mm (h) x 841 mm (w) x 30 mm (d). Base at 900 mm above ground level.

1 no. Non-Illuminated Printed Vinyl

Sign 10

Satin laminated printed vinyl applied to shutter doors on the western elevation. The vinyl would comprise a blue background with white, blue and yellow lettering and graphics of bathrooms advertising the company's design services.

Dimensions: 4000 mm (h) x 4000 mm (w) x 10 mm (d). Base at ground level.

POLICY CONSIDERATIONS

The National Planning Policy Framework establishes clear requirements for the assessment of advertisement control applications. Paragraph 136 states that:

The quality and character of places can suffer when advertisements are poorly sited and designed... Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The application complies with national policy, Policies CS2 and CS19 of the Local Plan: Core Strategy and Saved Policies DQ3 and S10 of the Replacement UDP.

AMENITY

There have been no objections received as a result of publicity.

The site is located off a route (Wilson Road) that links the Huyton Town Centre with M57 and M62 which are identified in Saved Policy DQ3 as a gateway site and corridor. This policy, together with the policies identified above aims to protect and enhance the image of Knowsley and Merseyside as a whole and requires high quality development visible from these routes.

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Whilst some of the signs on the building are large, they would be of an acceptable design and scale in the context of the building and are of a scale and type typically found on such buildings, within industrial locations.

The building presents its main entrance facade to Wilson Road. The signage would be on the western side elevation and southern elevation. The unit is set back off Wilson Road with the building currently set behind a grass verge with trees and then beyond another strip of land which is currently planted up but which has planning permission for its re-development.

The illuminance levels of the illuminated signs would be acceptable at 300cd/m2.

Taking the above factors into consideration, the signage would not be detrimental to the amenity of the area having regard to context of the building's setting within an industrial park.

PUBLIC SAFETY

The proposed signage is of a type typically found on such industrial and commercial areas and the illuminated signs would have acceptable levels of illuminance.

The Council Highways Engineer has no objections in principle but does request a condition stating maximum illuminance of signs.

However, they also indicate that the advertisements would be located away from the adopted highway on private land and suggest it would be prudent to advise the applicant that a substandard clearance (< 2.1 m) could create risk of people hitting their heads. The signs that would be less than 2.1 m high would be 900 mm, 1.2 m high with a protrusion from the building of just 30 mm. The type of signage is commonly found on buildings and does not raise any concern in regard to public safety

CONCLUSION

The proposed development is considered to be in accordance with the development plan and is compliant with the relevant local planning policies CS2, CS4 and CS19 of the Local Plan: Core Strategy and Saved Policies S10 and DQ3 the Knowsley Replacement UDP which is not outweighed by material considerations and therefore the application is recommended for approval.

RECOMMENDATION:

That Advertisement Consent be granted subject to the following condition(s):-

- 1) 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 safety and amenity and to comply with Policies CS2 and CS19 of the Knowsley Local Plan: Core Strategy, adopted January 2016 and Saved Policy S10 of the Knowsley Replacement Unitary Development Plan, adopted June 2006.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
11/03/2022	-	-	Site Location Plan
23/03/2022	01	Sheet 3	OS Site Map Proposed Drawing Stage 2

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

12/04/2022	-	Rev. #3	Huyton Signage Proposal
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Informatives

- 1 The granting of Advertisement Consent does not confer any approval or permission for the use of the building. A separate planning application may be required to change the use of the premises for the intended use.

Maxine Wishart

25 April 2022

Signed by Mark Quinn

28/04/2022

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