

Regeneration and Economic Development Department

APPLICATION NO: 21/00892/ADV

APPLICANT: Euro Garages

WARD AFFECTED: Prescot North

DEVELOPMENT: RETENTION OF SIGNAGE COMPRISING; EURO GARAGES PFS; INSTALLATION OF INTERNALLY ILLUMINATED 8M DOUBLED SIDED TOTEM SIGN WITH WIND TURBINE, INTERNALLY ILLUMINATED 9M TOTEM POLE SIGN, INTERNALLY ILLUMINATED PETROL ID SIGN, WALL MOUNTED WOODMARK.
STARBUCKS: INTERNALLY ILLUMINATED MONUMENT DIRECTIONAL SIGN, DIRECTIONAL SIGN, HEIGHT RESTRICTOR, PREVIEW MENU BOARD, SPEAKER CANOPY, FIVE PANEL TRIPLE MENU BOARD, 2NO DRIVE THRU TEXT, 150MM ROUNDEL, 150MM ROUNDEL, NO ENTRY/THANK YOU DIRECTIONAL SIGN, 750MM ROUNDEL, 305MM WOODMARK RACEWAY MOUNTED. NON-ILLUMINATED FROSTED DRIVE THRU WINDOW, NON ILLUMINATED WINDOW MANIFESTATIONS (950MM FROM FLOOR), NON ILLUMINATED WINDOW MANIFESTATIONS (1500MM FROM FLOOR), NON ILLUMINATED BANNER FRAME

LOCATION OF SITE: Land Off Knowsley Lane, Earlsfield Park , Liverpool , Knowsley, L34 4AH,

KNOWSLEY LOCAL PLAN ALLOCATION –

Strategic Road Network - Strategic Road Network

Sustainable Urban Extension - Sustainable Urban Extension

RELEVANT POLICIES

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

TECHNICAL CONSULTATIONS:

Knowsley Parish Council - No comments received.

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 45 neighbours.

Two objections have been received. The objections are on the following summarised grounds: -

1. The signage was already erected in November, why has this been done without approval.
2. You ask to hear people's views on this subject when it doesn't matter as it's already been put in place.
3. The light from the signage is very bright and my living room/bedroom is now brighter come night time.
4. The noise from the cars going to the 24-hour garage and waiting at the lights is a pain if the people have their radios on. The objector's son is often woken up by music coming from the cars.
5. Litter is also a problem on the road and in driveways from people who threw stuff from their car windows.

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

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6. The lights (both street and traffic) have meant that an objector has had to buy and fit blackout curtains because of the brightness. If the sign at the lights advertising the shop is to be illuminated, then will mean even more light shining in bedroom windows.

Regarding points 4 and 5 these are to do with the garage use and are irrelevant with regard the application for advertisement consent. With regards to point 1 development and advertisements can be undertaken prior to an application or a decision on an application being made, that would be at the risk of the applicant/developer. Regarding point 2, appropriate comments with regard a retrospective application are taken into account and balanced against the merits or otherwise of the scheme.

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:

PROPOSAL

The application is for the retention of various signs, including illuminated signage, in connection with the erection of a petrol filling station and drive-thru coffee shop. The signs include totem signs commonly found at the entrance and on the edge of such sites, plus typical building signage and direction/information signage. The totem signs have heights of 7.1m (Shell Garage/fuel price totem), 8m (site retail units totem sited opposite Radway Road) and 9m (Starbucks totem); the 8m totem incorporates a wind turbine.

POLICY CONSIDERATIONS

The application complies with the planning policies noted above.

AMENITY

The design of the signs is acceptable and consistent with the existing character of the site. The signs are not too large or out of proportion to the size of the buildings and site and of a type typically found at such sites.

Objections have been received from the occupiers of two properties, out of 45 notified. One objector states that the light from the signage is very bright and their living room/bedroom is now brighter come night-time. There are other complaints made by the objector, but they relate to the petrol filling station and customers using it so are not relevant with regard this application for advertisement consent. The other objector states that the lights (both street and traffic) have meant the objector has had to buy blackout curtains because of the brightness. The objector further states that if the sign at the **traffic** lights advertising the shop is to be illuminated, then there is further objection as there would be more light shining in bedroom windows. The application is for three totem signs plus the Starbucks drive-thru signs. One totem sign is opposite the Radway Road/Knowsley Lane junction with the other signs up towards and by the roundabout, and by the slip road to the M57 with regard Starbucks signage. The signage is noted to have illuminance levels of 300cd/m² which appears to be standard illuminance for Euro Garage signs with Environmental Health noting 300cd/m² can be the brightness of a laptop screen so unlikely that any loss of amenity is to a degree significant to warrant a refusal of consent. The site was largely vacant so undoubtedly the introduction of a petrol filling station and drive-thru which both operate into the late evening will make the site brighter than previously, however it must be stressed that the site is typical of a Euro Garage site with signage illuminance which is reasonable and standard for such signs.

Taking the above into account it is considered that the amenity impacts are not significant to a degree that warrants refusal.

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PUBLIC SAFETY

The proposal does not harm public safety. The Highways Engineer notes that 300 cd/m² is the standard luminance for advertisements which Highways would apply. Although the updated accident report for 2022 has not yet been received, Highways note that from knowledge of the site and area there has been no significant increase in accidents. As such Highways have no safety concerns concerning the site and signage. The application is therefore acceptable with regard public safety.

CONCLUSION

The signage is acceptable in relation to amenity and public safety. The application complies with 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 each 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 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
23/11/2021	EG/SBUX	-	Location Plan
23/11/2021	21-582	1	Starbucks Signage Drawings and Details
23/11/2021	21-575B	3	Euro Garages Totem Drawings and Details

Lee Osborne

15 March 2022

Signed by

Mark Quinn

16/03/2022

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

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