

APPLICATION NO: 26/00312/ADV **CASE OFFICER:** Reece Black

WARD: St Gabriels **PARISH:** Knowsley Parish Council

LOCATION: Huyton Trade Park, Wilson Road, Huyton

PROPOSAL: DISPLAY OF SIGNAGE COMPRISING OF 2 NO. NON ILLUMINATED POST MOUNTED ALUMINIUM SIGNS

Site Description

The application site relates to the Huyton Trade Park, located to the south-west of Wilson Road. The application relates specifically to the 2 no. existing vehicular access points off Wilson Road, as the proposals would be erected immediately adjacent each access. Within the site are 2 no. large industrial buildings. There are industrial buildings to all directions (excluding to the rear of the application site where the rear gardens of the residential properties of Kipling Avenue are situated).

The application site is located within a Primarily Industrial Area within the Development Plan.

Proposal

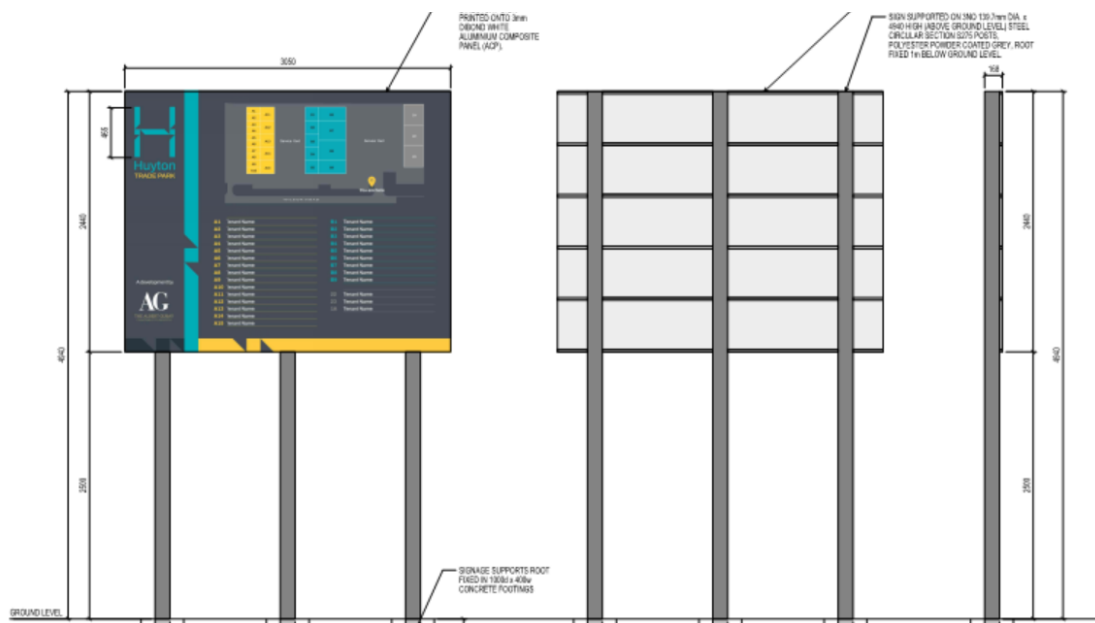
The proposal seeks advertisement consent for the erection of 2 no. non-illuminated post mounted aluminium signs.

The proposed signage would span a width of 3m and a height of 2.4m. The top and bottom of the signs would be situated 4.9m and 2.5m from ground level. The proposed signage comprises of non-illuminated tenant boards and would be situated behind the fenced boundary on Wilson Road. The proposal would be ground fixed, and the signage would be printed onto aluminium composite panels and attached to grey steel posts. The 2 no. signs would be used to provide direction and clarity for visitors to the wider site from both of the main accesses into the site. The 2 no. signs would be largely identical (excluding the '*you are here*' point).

The table below captures the full specification of the proposed signage.

DESCRIPTION	SIGN TYPE	FROM GROUND?	LETTER HEIGHTS (MAX)	SIGN DIMENSIONS	MATERIALS	ILLUMINATION
Tenant directory board A	A	2.500m	465 mm	3050 mm w x 2440 mm h	Aluminium sign (base colour white) fixed to ground by grey steel posts. Signage printed with base colour dark grey and lighter colour lettering.	Non illuminated sign
Tenant directory board B	B	2.500m	465 mm	3050 mm w x 2440 mm h	Aluminium sign (base colour white) fixed to ground by grey steel posts. Signage printed with base colour dark grey and lighter colour lettering.	Non illuminated sign

Proposed elevations of the signage:



Consultations

Highway Authority: – No objections received.

Representations

This application has been publicised by the erection of site notices erected on Wilson Road. No representations have been received.

Planning History

No recorded planning history.

Relevant Policy

Policy S3 (Presumption in favour of sustainable development) of the National Planning Policy Framework (NPPF) states that:

1. Decisions on development proposals should apply a presumption in favour of sustainable development. This means:

- Policy S4 in this Framework should be applied when considering development proposals within settlements;
- Outside settlements, policy S5 should be applied; and
- In all locations, development proposals that accord with both an up-to-date development plan and the decision-making policies in this Framework should be approved without delay.

Policy S4: Principle of development within settlements states that:

1. Development proposals within settlements should be approved unless the benefits of doing so would be substantially outweighed by any adverse effects, when assessed against the national decision-making policies in this Framework.

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)

EC3 - Primarily Industrial Areas

S10 - Advertisements

SUPPLEMENTARY PLANNING DOCUMENTS (SPD)

Shopfront and Signage Design SPD (2023)

NATIONAL PLANNING POLICY FRAMEWORK (NPPF) (2026)

PLANNING PRACTICE GUIDANCE (PPG)

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 consents are determined under the Town and Country Planning (Control of Advertisements (England) Regulations 2007). The Advertisement PPG (Paragraph 001) outlines that for the consideration of advertisements *are controlled with reference to their effect on amenity and public safety only.*

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

AMENITY

The Advertisement PPG (Paragraph 079) outlines that *“amenity” is not defined exhaustively in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. It includes factors relevant to amenity include the general characteristics of the locality and that in practice, “amenity” is usually understood the effect on visual and aural amenity in the immediate neighbourhood of an advertisement or site for the display of advertisements, where residents or passers-by will be aware of the advertisement.*

The proposed signage would be erected above the metal mesh boundary treatment and therefore would be readily visible from the street scene. The proposal would be of an acceptable scale in the locality and would not appear visually incongruous or domineering to an extent which would harm the visual amenities of the wider area.

The non-illuminated nature of the proposal would further ensure that the proposal would not injure the visual amenities. The colours and materials would be appropriate and not significantly raise any concerns to general and visual amenities; the appearance of the proposed signage would fundamentally, not appear discordant to the wider industrial area and would not result in clutter to the street scene.

Whilst the proposal would be readily visible to passers-by, due to its acceptable scale, materials, colours and non-illuminated nature and the fact it would integrate positively within the industrial location, it would be not be considered that it would result in any significant harm to amenity, either on its own, or in conjunction with other nearby advertisements.

PUBLIC SAFETY

The NPPF (2026) stipulates at ‘TR6: Assessing transport impacts’ point 4 that *development proposals should be refused if they would have a severe adverse impact on the transport network (in terms of capacity and congestion, including cumulative impacts), or an unacceptable impact on highway safety; taking into account any mitigation measures as well as any wider network improvements, including measures to support sustainable patterns of movement. This applies both during the construction phase and following completion.*

The Advertisement PPG (Paragraph 028) states that *public safety is not confined to road safety and includes all of the considerations which are relevant to the safe use and operation of any form of traffic or transport on land (including the safety of pedestrians), over water or in the air.* The PPG (Paragraph 067) also outlines that *there are less likely to be road safety problems if the advertisement is on a site within a commercial or industrial locality, if it is a shop fascia sign, name-board, trade or business sign, or a normal poster panel, and if the advertisement is not on the skyline.*

The proposed signage would be erected behind the existing boundary treatment on Wilson Road, set-back but immediately adjacent the public highway; the proposal would extend above the boundary treatment and therefore be readily visible. The proposed signage would not be considered to negatively impact public safety given that the signage is non-illuminated. Furthermore, given the street context, which displays other advertisements, from fascia, trade and other post-mounted signs etc, the proposal would be typical of an industrial area and not be anticipated to cause any significant issues to public safety; this would accord with the PPG guidance of Paragraph 067.

The above assessment is supported by the Local Highway Authority (LHA) who have reviewed the application and raised no objections. The LHA have commented that the proposed signs would not encroach upon or obstruct any vehicular or pedestrian visibility splays; their proposed location is to the rear of the footway, outside the adopted highway boundary and within land not maintained by the LHA. Furthermore, the proposed signage height of 2.5m to 5m is considered acceptable, given their location and scale, no adverse highway safety concerns are raised; the signs are not anticipated to impede pedestrian movement, interfere with highway operations, or cause undue distraction to road users.

The proposed signage, for the reasons set out above would not be greatly distracting for motorists; the proposal would also not raise any public safety concerns for pedestrians or cyclists travelling along Wilson Road.

Conclusion

The proposal is acceptable with regard to amenity and public safety, is in accordance with Saved Policy S10 of the Knowsley Replacement UDP and the NPPF. Therefore, the application 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.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
29.06.2026	11049-ADV-X-L06	-	LOCATION PLAN
29.06.2026	11049-ADV-L07	-	PROPOSED SIGNAGE SITE PLAN
29.06.2026	11049-ADV-X-DO4	-	PROPOSED SIGNAGE A DETAILS
29.06.2026	11049-ADV-X-DO4	-	PROPOSED SIGNAGE B DETAILS
29.06.2026	-	-	COVERING LETTER

Reece Black

Signed Case Officer¹:

Jo Sheridan

**Signed Authorising
Officer²:**

08/09/2026

Date:

Informatives

Not applicable.

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