

Knowsley Council
Regeneration and Economic Development Directorate.
Delegated Planning Report

APPLICATION NO: 25/00126/ADV **CASE OFFICER:** Andrew Hunt
WARD: Northwood **PARISH:** N/A

LOCATION: Unit 6 -& Unit 7, Knowsley Hub, Admin Road, Knowsley Industrial Park
Kirkby, Knowsley, L33 7AR

PROPOSAL: DISPLAY OF ADVERTISEMENT SIGNAGE COMPRISING OF - 1NO.
NON-ILLUMINATED LETTER SIGN AND 8NO. EXTERNALLY
ILLUMINATED FASCIA SIGNS

Site Description

The application site is a large square building located on Admin Road, Knowsley Industrial Park. It is on the corner of Admin Road and Gale Road just to the north of the roundabout on South Boundary Road. There are new industrial units to the north west, and older industrial buildings to the north, south and east.

Proposal

The proposal is for the installation of advertisement signage comprising 1no non illuminated letter sign and 8no externally illuminated fascia signs. There would be 5 fascia signs on the front elevation, 3 on the side elevation. The letter sign would also be on the front elevation. The illuminated signs would be externally illuminated via LED face illumination.

The signs are the following dimensions:

Sign 1 - Height: 1.8 metres Width: 1.8 metres Depth: 0.08 metres
Sign 2 - Height: 1 metres Width: 5.8 metres Depth: 0.08 metres
Sign 3 - Height: 1.86 metres Width: 2.95 metres Depth: 0.08 metres
Sign 4 - Height: 1 metres Width: 5.8 metres Depth: 0.08 metres
Sign 5 - Height: 1.8 metres Width: 1.8 metres Depth: 0.08 metres
Sign 6 - Height: 1.8 metres Width: 1.8 metres Depth: 0.08 metres
Sign 7 - Height: 1 metres Width: 12 metres Depth: 0.08 metres
Sign 8 - Height: 0.29 metres Width: 9 metres Depth: 0.08 metres
Sign 9 - Height: 1.8 metres Width: 1.8 metres Depth: 0.08 metres

Consultations

Highways - No objection to the proposed application subject to a luminance condition.

Representations

This application has been publicised by letter sent to 33 neighbours. No representations have been received.

Planning History

N/A

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that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear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
CS4 - Economy and Employment
CS19 - Design Quality and Accessibility in New Development

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

S10 - Advertisements
EC3 - Primarily Industrial Areas

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

Amenity

The proposed adverts are unobtrusive and relatively small scale compared to the large building which they would be located on and would therefore not be unduly prominent. ,On this basis, there would be no harm to amenity from the proposal and the advertisements would comply with Core Strategy Policy CS19 and saved UDP policy S10.

Public Safety

The signs would not adversely affect public safety as they would be small scale relative to the existing building. There would be no harm to public safety provided a luminance level condition were attached. This is supported by the views of the council's highways officer who has no objection subject to conditions.

Conclusion

The proposal would be acceptable in relation to amenity and public safety. The application complies with local planning policies and is recommended for approval.

Recommendation

That permission be granted subject to the following conditions.

- 1) The proposal hereby permitted shall be carried out in accordance with the following documents
 - a. Proposed Block Plan V2 - (received 18/03/2025).
 - b. Proposed Signs - (received 13/03/2025).
 - c. Location Plan - (received 18/03/2025).

Reason: For the avoidance of doubt.

- 2) **Luminance Levels**

The maximum luminance of the advertisements shall not exceed levels in accordance with guidance set out in the Institute of Lighting Professionals (ILP) Technical Note 5 "The Brightness of Illuminated Advertisements including Digital Displays" (PLG05/23).

Reason: In the interests of the safety and amenity of the residents and users of the

proposed highway.

Signed Case Officer¹:

Andrew Hunt

**Signed Authorising
Officer²:**

Mark Quinn

15/04/2025

Date:

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

Informatives

None Required