

Planning Department
Knowsley Council
Municipal Buildings
Huyton
L36 9UX

Date: 12 October 2023

Our ref: 66244/01/JW/AGa/27055501v3

Dear Sir/Madam

Application Under the Town and Country Planning (Control of Advertisements (England) Regulations 2007 for Advertisement Control

On behalf of our client, McDonalds' Restaurant Ltd [McDonald's], we are pleased to submit an application for advertisement consent for the display of 3 no. signs at land to west of Coopers Lane, Knowsley Industrial Park, Kirkby.

Application Submission

This application was submitted via the Planning Portal [Ref. PP-12157397] and comprises the following:

- 1 Completed application forms and covering letter; and,
- 2 Application drawings, prepared by AEW:
 - i Location Plan (Dwg ref. 13285_AEW_1888_0001)
 - ii Proposed Building Signage Elevations (Dwg ref. 13285_AEW_1888_0009 Rev J)

The requisite planning application fee of £196 (including service charge) has been paid online via the Planning Portal at the time of submission.

Background and Context

The application site is located close to the junction of Coopers Lane and the East Lancashire Road (A580) at the southern edge of Kirkby. It forms part of the wider Knowsley Industrial and Business Park, which is one of the largest industrial areas in the Liverpool City Region.

Planning permission ref. 17/00745/FUL for the *'erection of petrol filling station, 1no drive through cafe, and 1no drive through restaurant, together with access, landscaping and associated development'* was granted at appeal on 3rd April 2020 (PINS ref. APP/V4305/W/19/3230913).

The petrol filling station and drive thru café have both been completed and are operated by Shell and Starbucks respectively. A Section 73 application which sought to amend the drive-thru building to meet McDonald's operational requirements was granted on 4th October 2023 (LPA ref. 23/00758/FUL).

Advertisement consent ref. 23/00922/ADV for the *'the display of signage including 1no. digital unit single screen, 3no. digital unit double screens, 3no. double sided banner units, 2no. building letter signage, 2no. McDonald's Golden Arch Logo, 1no. single digital reconnect screen and 1 no. totem signage'* was granted on 1st August 2023.

This application for advertisement consent relates to additional signage on the McDonald's drive-thru building.

Proposed Signage

The proposed unit signage includes the following:

Advert Ref	Size (mm)	Materials	Colour	Height of Text (mm)	Illumination
See Proposed Building Signage Elevations Plan					
1 no. Drive Thru Letters	1770 (W) x 25(D) x 275(H)	Acrylic "COLLECT" text	White	275	Max. 600cd/m ²
1 no. Drive Thru Letters	750(W) x 25(D) x 275(H)	Acrylic "PAY" text	White	275	Max. 600cd/m ²
Golden Arch (Custom arch)	1800(W) x 100(D) x 1575(H)	Acrylic "Golden Arch" symbol	Yellow	1575	Max. 600cd/m ²

Advertisement consent is sought for a period of five years.

Planning Considerations

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 confirms that applications for advertisement consent can only be determined on the grounds of public safety and amenity (para. 3).

Paragraph 136 of the NPPF (2023) states: *"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient, and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."*

The site is not within an Area of Special Advertisement Control, nor is it within a Conservation Area.

The size, design and materials of the proposed signage is considered to both be in keeping and positively contribute to the unit and is in keeping with the character of the surrounding context of

Knowsley Industrial Park. The proposed levels of illuminance are appropriate and will not have a detrimental impact on public safety.

Therefore, it is considered that the proposals are wholly in accordance the Development Plan, namely Local Plan Policies CS2 [Development Principles], CS19 [Design Quality and Accessibility in New Development, and UDP Saved Policy S10 [Advertisements].

Conclusion

The proposed signage is appropriate in this location and will have no adverse impact on visual amenity or the character of the area. It complies with current national planning policy and will make a positive contribution to the industrial estate.

We trust the enclosed is sufficient for the Council to validate and determine the application, however, please do not hesitate to contact me should you require any further information.

Yours faithfully

A handwritten signature in black ink, appearing to read "AGAVIN".

Alexandra Gavin
Senior Planner