

Regeneration and Economic Development Department

APPLICATION NO: 22/00102/ADV

APPLICANT: PLP And Knowsley Unit Trust

WARD AFFECTED: Northwood

DEVELOPMENT: DISPLAY OF SIGNAGE COMPRISING; 4NO ALUMINIUM FACE LIT ILLUMINATED FASCIA SIGNS, 3NO ALUMINIUM FACE LIT ILLUMINATED TOTEM SIGNS AND 30 ALUMINIUM NON ILLUMINATED POLE MOUNTED DIRECTIONAL SIGNS

LOCATION OF SITE: PLP Knowsley, Moss Lane/Marl Road, Kirkby, Knowsley, L33 7XB,

KNOWSLEY LOCAL PLAN ALLOCATION –

Primary Industrial Area - Primarily Industrial Area

Site of Biological or Geological Interest - Site of Biological Or Local Geological Interest (Rivers)

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:

Highway Authority - No objections in principle.

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 39 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:

PROPOSAL

The application seeks advertisement consent to display signage at the Amazon distribution centre under construction and nearing completion at Moss lane/Marl Road, KIP. The signage will comprise four aluminium face lit fascia signs, three aluminium face lit entrance signs and thirty aluminium non-illuminated, pole mounted directional signs.

The fascia signs will comprise three Amazon logo signs, one on the front (south east) elevation and one on each side elevation (north east and south west elevations). These signs would read 'Amazon' with a 'smile' logo beneath and dimensions of 15m by 4.5m. The signs would be at the edge of the elevations with height from ground level to the bottom of the 'smile' logo of 10.65m (north east

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

elevation) and 11.65m (south west and south east elevations). Above the entrance on the front (south east) elevation would be the 'smile' logo and dimensions of 8m by 1.8m, with a height from ground level to the bottom of the 'smile' logo of 5.4m. The signs would be halo illuminated to 300cd/m2.

Three Amazon monument signs would be located at the three site entrance/egress points. The signs would be on plinths and would be 4.1m wide with a height of 2.4m, 2.75m from ground level to the top of the sign due to the siting of the signs on plinths. The signs advertise entrance points and locations for deliveries, staff entry and visitors with the top parts reading 'Amazon' with the 'smile' logo beneath, directional information below. The signs would be face lit to 300cd/m2.

In total another 30 non-illuminated directional signs are to be installed. Signage is proposed to be installed at each access to the site, providing vehicle users will clear directions/highway information when entering and exiting the site and further individual car park signage is proposed within the car park itself to direct motorists to the correct parking areas. Signage also advises that only reverse parking will be acceptable. These will be pole mounted and up to 4.m in height.

POLICY CONSIDERATIONS

The signage complies with national advertisement regulations and advice, and with the above noted planning policies.

AMENITY

The design of the signs is satisfactory and of a scale and type typically found on such buildings, and at the entrances and within the grounds of such sites. Whilst the signs on the building are large they would not appear large on the building which is of a substantial size and mass. The total signage is proportionate to the building and overall site, with the building being approx.. 70,000 sq.m in floor area; the illuminance levels of the illuminated signs would be acceptable at 300cd/m2. The building presents its main entrance facade and staff/visitor car parking to Marl Road. The signage on the south west side elevation and the north east elevation would give notice to visitors of where the company is located, and the main HGV entrance would be off Moss Lane leading through to the rear of the site with the south east elevation presenting; one of the monument signs would be here with the other two at the car park entrances/egresses off Marl Road. The signs would not be detrimental to the amenity of the area taking the context of the size of the building and site into account together with the site location at the northern end of the industrial park.

SAFETY

The proposed signage is of a type found on such buildings in such areas and the illuminated signs would have acceptable levels of illuminance. The Council Highways Engineer has no objections but does request a condition stating maximum illuminance of signs. As such it is considered that the signs would not be detrimental to highway safety.

CONCLUSION

The signs on the building would appear quite modest in scale due to the large size of the building whilst the number of proposed signs would be proportionate for the size of site. The signs would not be detrimental to amenity or highway safety. The signs comply with planning policies and national legislation and are therefore recommended for approval.

RECOMMENDATION:

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

- 1) The maximum luminance of the illuminated 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'.

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

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
17/02/2022	A	2	BUSES IN
17/02/2022	B	2	CARS IN
17/02/2022	C	2	EXIT UP
17/02/2022	F	2	
17/02/2022	I	2	TRUCK ENTRANCE
17/02/2022	J	2	AMAZON LOGO
17/02/2022	K	2	AMAZON SMILE
17/02/2022	L-B1	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-B2	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-B3	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-B4	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-B5	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-B6	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-G1	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-G2	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-G3	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-G4	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-G5	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-G6	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-R1	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-R2	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-R3	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-R4	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-R5	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-R6	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-Y1	2	COLOURED ZONE PARKING

Document Reference
PS/DC/OP04/05

Document Issue Number
003

Document Issue Date
23/9/02

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			NUMBERS
17/02/2022	L-Y2	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-Y3	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-Y4	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-Y5	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-Y6	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-Y7	2	COLOURED ZONE PARKING NUMBERS
17/02/2022	L-Y8	2	COLOURED ZONE PARKING NUMBERS
03/02/2022	B8391-AEW-XX-XX-DR-A-0501_[S2][P4]	1	LOCATION PLAN
03/02/2022	B8391-AEW-XX-XX-DR-A-0525_[S2][P02]	1	BUILDING SIGNAGE ELEVATIONS
03/02/2022	B8391-AEW-XX-XX-DR-A-0530_[S2][P04]	1	SITE PLAN PROPOSED SITE SIGNAGE

Lee Osborne
5 April 2022

Alan Kilroe
8 April 2022

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