

REGENERATION AND ECONOMIC DEVELOPMENT DEPARTMENT

APPLICATION NO: 22/00330/ADV

APPLICANT: PLP And Knowsley Unit Trust

WARD AFFECTED: Northwood

DEVELOPMENT: DISPLAY OF SIGNAGE COMPRISING; 4 NO. INTERNALLY ILLUMINATED FASCIA SIGNS, 3 NO. INTERNALLY ILLUMINATED FREESTANDING SIGNS AND 30 NO. NON ILLUMINATED POLE MOUNTED DIRECTIONAL SIGNS (AMENDMENT TO PROPOSAL PREVIOUSLY APPROVED UNDER PLANNING REF 22/00102/ADV)

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

KNOWSLEY LOCAL PLAN ALLOCATION –

Primary Industrial Area

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

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.

PLANNING HISTORY

A previous application for signage at the site was approved on 8/4/22 (22/00102/ADV).

TECHNICAL CONSULTATIONS:

Cadent Gas – No objection subject to an informative.

Highways - No objection subject to a luminance condition.

NEIGHBOUR NOTIFICATION:

This application has been publicised by a site notice and by letters sent to 39 neighbours. No objections have been received.

ISSUES AND ASSESSMENT:

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

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PROPOSAL

The application is for the installation of various signs at the premises.

POLICY CONSIDERATIONS

The application complies with Policies CS2 and CS19 of the Core Strategy and saved Policy S10 of the UDP.

AMENITY

The design of the signs is acceptable in its industrial area location and proportionate in scale. The signs would be small compared to the very large building at the site. Overall, there would be no harm to amenity from the proposal.

PUBLIC SAFETY

The signs would not adversely affect highway safety. This is supported by the views of the council's highways department who have no objection to the development subject to a luminance condition.

CONCLUSION

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

RECOMMENDATION:

That Planning Permission be granted subject to the following condition(s):-

- 1) The proposal 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) Luminance Level

The maximum luminance of the 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 highway safety and amenity and to ensure compliance with saved Policy DQ2 of the Knowsley Unitary Development Plan adopted June 1998

Informative

N/A

SCHEDULE 1

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

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Date Received	Ref. No	Version	Drawing/Document Title
31/05/2022	70073767	-	Cover Letter
31/05/2022	B8391-AEW-XX-XX-DR-A-0525	P02	Building Signage Elevations
31/05/2022	B8391-AEW-XX-XX-DR-A-0530	P05	Site Plan Proposed Site Signage
31/05/2022	B8391-AEW-XX-XX-DR-A-0501	P4	Location Plan
31/05/2022	-	-	Amazon Smile sign
31/05/2022	-	-	Amazon Logo
31/05/2022	-	-	Freestanding Monument
31/05/2022	-	-	Zone Parking Signs

Informatives

N/A

Andrew Hunt

13 July 2022

Alan Kilroe
19 July 2022