

APPLICATION NO: 26/00266/ADV

CASE OFFICER: Kate Pickles

WARD: Whitefield

PARISH:

LOCATION: Car Park Off Telegraph Way, Kirkby Town Centre, Knowsley

PROPOSAL: DISPLAY OF SIGNAGE COMPRISING 4 NO. INTERNALLY ILLUMINATED FASCIA SIGNS, 1 NO. INTERNALLY ILLUMINATED FREE-STANDING ADVERTISEMENT, 4 NO. EXTERNALLY ILLUMINATED BILLBOARDS, 1 NO. INTERNALLY ILLUMINATED DISPLAY POSTER, 1 NO. VINYL SHEET SIGN AND 2 NO. INTERNALLY ILLUMINATED PANEL SIGNS ON EXISTING TOTEM SIGNS

Site description

The application site is an irregular triangular site in the northwest part of Kirkby Town Centre between Telegraph Way and Hall Lane (A506). The site has been approved for use by Lidl and is within a retail park.

Proposal

Permission is sought for the display of signage comprising:

- 2 no. externally illuminated small billboards 1.7m in height and 3.3m in width.
- 2 no. externally illuminated large billboards 3.3m in height and 3.3m in width.
- 4 no. internally illuminated fascia signs 2.5m in height and 2.5m in width with a maximum letter height of 0.7m.
- 2 no. internally illuminated panel signs on existing totem signs 1.4m in width and 0.6m in height.
- 1 no. aluminium sheet sign 0.6m in width and 1m in height.
- 1 no. internally illuminated free standing display poster 1.7m in width and 2.1m in height.
- 1 no. internally illuminated flagpole sign. Flagpole 2.1m in width and 5.8m in height. Lidl logo lighting box 2.1m in width and 2.1m in height with the maximum lettering height as 0.6m and a maximum depth of 0.5m.

Consultations

Environmental Health: - No objections

Highways Authority: - No objections

Representations

This application has been advertised by way of site notice and through letters sent to 44 neighbours. One representation has been received as a result of this publicity objecting to the proposal on the following basis:

- Harm to visual amenity

Planning history

25/00627/FUL:- Erection of two units for food and non-food retail Use (Use Class E (A)) including rooftop solar panels, servicing area and access, sub stations, plant compounds, rearrangement of existing car and bicycle parking, motorcycle parking, landscaping and associating works.

Granted 06/03/2026

Relevant policy

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

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

a. Policy S4 in this Framework should be applied when considering development proposals within settlements;

b. Outside settlements, policy S5 should be applied; and

c. 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.

2. Where a development proposal falls partly within and partly outside a settlement, policies S4 and S5 should be applied to the relevant parts which are inside or outside of the settlement boundary (as appropriate), before coming to an overall view on the proposal.

S4: Principle of development within settlements

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.

2. In applying policy S4, the circumstances in which the benefits of approving development are likely to be substantially outweighed by adverse effects include (but are not restricted to) situations where the development proposal would: a. Have a substantial adverse impact in relation to:

i. The allocation or safeguarding of land or buildings for particular uses in the development plan, unless there is no reasonable prospect of an application coming forward for the allocated use, or there is evidence that the safeguarding is no longer appropriate; or

ii. The application of the policies in this Framework for existing recreational land and facilities (HC7), Local Green Space (HC8), areas of particular importance for biodiversity and geodiversity (N6), Protected Landscapes (N4) and development within residential curtilages (L2(1)(d)).

b. Involve the whole or partial loss of undeveloped land which is used for a cemetery or burial ground; or for water storage and/or flood risk management (unless suitable compensatory provision is made that does not increase the risk of flooding either on or off-site); or

c. Fail to comply with one of the national decision-making policies which state that development proposals should be refused in specific circumstances.

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

S10 – Advertisements

SUPPLEMENTARY PLANNING DOCUMENTS (SPDs)

Shopfronts and Signage Design SPD

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 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 Shopfronts and Signage SPD advises that adverts should be in keeping with the related retail unit in terms of design and scale. Thirteen advertisements are proposed, which taken together, would be appropriate given the site and scale of the approved retail unit. The proposed adverts therefore comply with the SPD guidance as they are considered to be unobtrusive and in keeping with the site's existing use. The signage would therefore not give rise to unacceptable harm to visual amenity. The signage would be relatively small scale compared to the large retail unit and would therefore not be unduly prominent.

The large billboard luminance levels of 300cd/m², flagpole and small billboard luminance levels of 600cd/m² and the fascia signs luminance levels of 580cd/m² are also considered acceptable for the type and scale of the signage and resultantly there is little impact on neighbouring residential amenity as excessive brightness would be avoided. Whilst the concerns raised by the objector in relation to visual amenity are noted, it is considered that the proposed luminance levels are proportionate to the scale and nature of the advertisements and would not result in undue visual intrusion or glare. Consequently, the proposal would not give rise to unacceptable harm to visual amenity or neighbouring residential amenity. As such, the proposal is considered acceptable in terms of impact on visual and residential amenity.

Highway safety

The signage is considered to have minimal impact on highway safety. The Highway Authority have reviewed the proposal and concluded the proposed luminance levels between 225cd/m² and 600cd/m² are considered acceptable in highway safety terms and are not anticipated to result in glare, dazzle or distraction to highway users.

As sufficient illumination details have been provided and no highway safety concerns have been identified, therefore the proposal is considered acceptable, and no highway conditions are considered necessary.

Conclusion

The proposal would be acceptable in terms of highway safety, visual and residential amenity and is therefore recommended for approval.

Recommendation

That planning permission be granted subject to the following conditions: -

1. The development must be begun no later than the expiration of three years beginning with the date of this permission.

Knowsley Council
Regeneration and Economic Development Directorate.
Delegated Planning Report

Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 (as amended)

2. 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	Drawing. No	Revision	Drawing/Document Title
05/06/2026	XX-XX-D-A-99003	P01	Billboard Signage
05/06/2026	XX-XX-D-A-99002	P14	Proposed Site Signage

Signed Case Officer: Kate Pickles

Signed Authorising Officer: Jo Sheridan

Date: 25/08/2026

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

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