

<u>APPLICATION NO:</u>	25/00473/ADV	<u>CASE OFFICER:</u>	Reece Black
<u>WARD:</u>	Stockbridge	<u>PARISH:</u>	Knowsley Parish Council
<u>LOCATION:</u>	Unit 3, Earlsfield Park, Arley Drive		
<u>PROPOSAL:</u>	RETENTION OF ADVERTISMENT SIGNAGE COMPRISING OF – 1. NO NON-ILLUMINATED FASCIA SIGN		

Site Description

The application site is Unit 3, Earlsfield Park and relates to a recently erected building on Arley Drive and currently occupied by the business 'RelyOn'. The application unit is located within a Sustainable Urban Extension (SUE), as defined by Policy SUE2a within the local Development Plan.

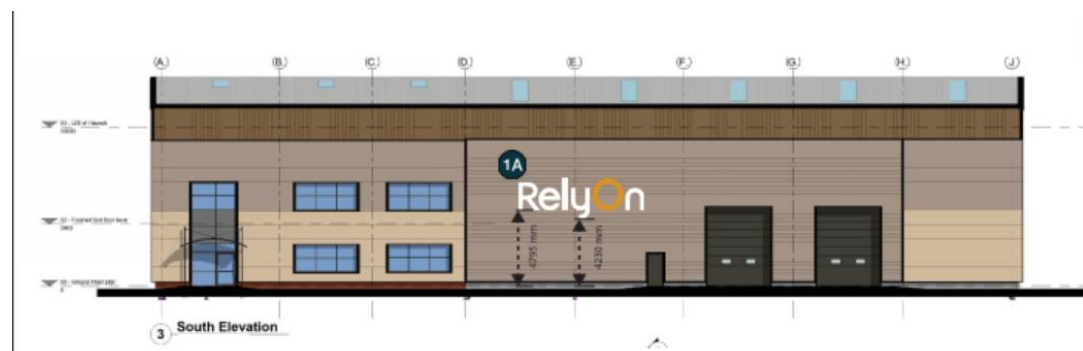
The M57 is located to the north of the site, with other units to the east and west and Knowsley Lane (B5194) is situated to the south of the site; access to the wider site is taken via Knowsley Lane.

Upon Officers' site visit (19.09.2025), the front elevation of the unit currently displays the 'RelyOn' fascia sign to the centre of the elevation.

Proposal

The proposal seeks advertisement consent for the retention of 1 no. recently erected (non-illuminated) fascia sign. Given that the fascia signage has already been installed to the elevation, the application is retrospective to permit its retention.

The signage spans a width of 8m, with a height of 2.6m and a depth from the elevation of 0.08m. At its lowest, the sign is located 4.2m from ground level. The fascia signage comprises of non-illuminated built-up letters, manufactured from 2mm aluminium faces and finished with RAL 9910 (white) and RAL 1028 (orange), (gloss).



Consultations

Knowsley Parish Council: – No comments received.

Representations

This application has been publicised by letters sent to 2 neighbours. It has also been advertised by site notice. No representations have been received.

Planning History

PP. NO: 24/00448/ADV
PROPOSAL: DISPLAY OF SIGNAGE COMPRISING 1NO ILLUMINATED FASCIA SIGN.
DECISION: GRANTED
DECISION DATE: 4 February 2025

APP. NO: 24/00686/FUL
PROPOSAL: VARIATION OF CONDITION 26 ATTACHED TO PLANNING PERMISSION 20/00376/OUT (OUTLINE PLANNING PERMISSION FOR 30,530 SQ M OF EMPLOYMENT FLOOR SPACE (USE CLASS B1 / B8) - ACCESS TO BE CONSIDERED AT THIS STAGE (ALL OTHER MATTERS RESERVED) TO ALLOW FOR THE EXTENDED USE OF UNIT 3 FROM CLASS B1 (NOW CLASS E (G) (II) (III)) AND CLASS B8 TO INCLUDE CLASS F1 (A), TRAINING FACILITIES
DECISION: GRANTED
DECISION DATE: 13 March 2025

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

CS19 - Design Quality and Accessibility in New Development

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

S10 - Advertisements

SUPPLEMENTARY PLANNING DOCUMENTS (SPD)

Shopfront and Signage Design SPD (2023)

NATIONAL PLANNING POLICY FRAMEWORK (NPPF)

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

Advertisements consents are determined under the Town and Country Planning (Control of Advertisements (England) Regulations 2007). In determining an application for advertisement Consent a Local Planning Authority will have regard only to considerations of amenity and public safety.

Paragraph 141 of the NPPF stipulates that *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.*

Saved Policy S10 of the Knowsley Development SPD outlines that proposals to display advertisements will be permitted provided that they would not harm amenity in the following respects:

- (a) They would not have an adverse effect on visual amenity either individually or together with other advertisements
- (b) Any illumination would be appropriate to the area and would not harm amenity through overly-bright, flashing or inappropriate forms of illumination
- (c) The advertisement would not be out of scale or harmony with the building or the existing street scene
- (d) They would use colours and materials which are appropriate to their context
- (e) They would not create clutter on a building or within the street scene
- (f) Where they would be within or adjacent to a Conservation Area, they would preserve or enhance the character and appearance of the area
- (g) Where they would be on or close to a Listed Building they would not

- adversely affect the special historic or architectural character of the building
- (h) Where they occur in the Green Belt, they would respect the visual amenity of the countryside.
- (i) The proposals would not adversely affect highway safety or other forms of public safety.

AMENITY

The fascia signage in place on the elevation are located to the centre of the elevation, to a size which is easily read without dominating the elevation and the use of appropriate, light colours does not harshly contrast the background of the full elevation. No visual harm is caused by the signage given it is not unduly prominent and would not present as an incongruous feature in the street scene. The signage is appropriate for the unit and the wider commercial context as it enhances the appearance of the unit through simple, sensitive signage.

PUBLIC SAFETY

The fascia signage would not negatively impact public safety as the signage is appropriate to the elevation and context it relates to. The signage is non-illuminated and set-back 28m from the site frontage and vehicular access adjacent Arley Drive, at a 160m distance from Knowsley Lane and at least 4.2m above ground level. Therefore, the signage would not be distracting for motorists along Knowsley Lane whilst still allowing for sufficient wayfinding for the business.

Conclusion

The proposal is acceptable with regard to amenity and public safety and is in accordance with Saved Policy S10 of the Knowsley Replacement UDP and the NPPF. Therefore, the application is recommended for approval.

Recommendation

That planning permission be granted subject to the following condition(s):-

- 1) 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	Ref. No	Version	Drawing/Document Title
03/09/2025	-	-	LOCATION PLAN
13/08/2025	PAGE 2	REV 5	PROPOSED ELEVATIONS
13/08/2025	PAGE 3	REV 5	SIGNAGE DETAILS / SECTIONS

Reece Black

Signed Case Officer¹:

**Signed Authorising
Officer²:**

Jo Sheridan

16/10/2025

Date:

Informatives

Not applicable.

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