

APPLICATION NO: 26/00278/ADV

CASE OFFICER: Kate Pickles

WARD: Northwood

PARISH:

LOCATION: The Convenience Store, 113 Broad Lane, Southdene, Kirkby, Knowsley, L32 6QD

PROPOSAL: DISPLAY OF ILLUMINATED ATM SIGNAGE

Site description

The application site is the Convenience Store shopfront within the Broad Lane shopping parade in Kirkby situated within a Designated Local Centre. The wider area is characterised by retail units, terraced and semi-detached housing with greenspace to the east.

Proposal

Consent is sought for the display of ATM signage. The signage would be located on the proposed ATM submitted as part of the approved application 26/00277/FUL. The ATM and associated signage would be located to left of the existing shop entrance.

The signage would be located at the top of and above the proposed ATM. The signage would comprise of: 1no Cash Zone Illuminated top sign, 0.72m in width and 0.4m in length and one green perspex sheet with white lettering, 0.52m in width and 0.22m in length.

Consultations

Environmental Health: - No objections.

Highways: - No objections subject to luminance condition attached.

Representations

This application was publicised by way of site notice and through letters sent to 9 neighbours. No representations have been received as a result of this publicity.

Planning history

17/00465/FUL: - INSTALLATION OF ATM TO SHOP FRONT

Decision: Granted 13/09/2017.

26/00277/FUL : - INSTALLATION OF ATM TO SHOP FRONT

Decision: Granted 20/08/2026

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:

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

Visual amenity and design

Policy S10 requires that advertisements should not have an adverse impact on visual amenity, should be appropriate in scale, use colours and materials that appropriate to their context and that any illumination should not be overly bright or flashing.

The proposed signage, by way of its location in an established retail centre, is considered to be in keeping with the existing use and character of the area. The scale of the advertisements is considered proportionate to the ATM and surrounding signage and would not materially impact the street scene. The proposed ATM signage also follows a pattern of ATM signage seen throughout the borough and is therefore considered to be acceptable in terms of design.

The impact of the proposed signage on the adjacent residential dwellings, which are 25m from the location of the signage, is considered negligible due to their modest scale, distance from the dwellings and acceptable levels of brightness through compliance with the luminance condition. The proposal is therefore considered acceptable in terms of residential amenity.

Highways

The proposed adverts are not considered to impact highway safety subject to compliance with the luminance condition attached. The luminance levels outlined in Tables 10.4 and 10.5 of the Institution of Lighting Professionals – Professional Lighting Guide (PLG05) are considered to be acceptable in preventing excessive brightness or flashing that could be distracting to drivers. As such, the proposal is considered acceptable in terms of highway safety.

Conclusion

The proposed ATM signage is considered acceptable in terms of design, visual amenity and highway safety and is therefore recommended for approval subject to conditions.

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.

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

3. The maximum luminance of the advertisement displays shall not exceed 6,00 cdm² during daylight hours and 300 cd/m² during the hours of darkness, in accordance with the recommended maximum luminance values set out in Tables 10.4 and 10.5 of the Institution of Lighting Professionals – Professional Lighting Guide (PLG05): Brightness of Illuminated Advertisements including Digital Displays (or any equivalent values set out in a replacement guide). The daytime luminance shall also be automatically controlled to reflect ambient light conditions to ensure that the display is neither excessively bright nor too dim.

Reason: In the interests of amenity, public safety and to retain effective planning control and to comply with the National Planning Policy Framework (2024), Policies CS2 and CS19 of the Knowsley Local Plan: Core Strategy (2016), Saved Policy S10 of the Knowsley Replacement UDP (2006), and the Shopfronts and Signage Design SPD (2016).”

Schedule 1

Date received	Drawing. No	Revision	Drawing/Document Title
11/06/2026			Location Plan
11/06/2026	E031235		Proposed ATM installation
11/06/2026	NCRA0033		ADV Green Illuminated Logo Panel
29/06/2026	NCRA0029		ADV PTU Illuminated Universal Top Sign

Signed Case Officer: Kate Pickles

Knowsley Council
Regeneration and Economic Development Directorate.
Delegated Planning Report

Signed Authorising Officer: Jo Sheridan

Date: 26/08/2026

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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