

REGENERATION AND ECONOMIC DEVELOPMENT DEPARTMENT

APPLICATION NO: 21/00414/ADV
Ltd

APPLICANT: Thomas Hardy Commercials

WARD AFFECTED: Northwood

DEVELOPMENT: DISPLAY OF SIGNAGE COMPRISING; 1NO FREE STANDING 5.5M HIGH INTERNALLY ILLUMINATED TOTEM SIGN, 3NO INTERNALLY ILLUMINATED FASCIA SIGNS, 3NO NON-ILLUMINATED FASCIA SIGNS AND 1NO FREE STANDING NON-ILLUMINATED WAYFINDING SIGN

LOCATION OF SITE: Thomas Hardy Commercials Ltd, Newstet Road, Knowsley Industrial Park Kirkby, L33 7TJ

KNOWSLEY LOCAL PLAN ALLOCATION –

Primarily Industrial Area

RELEVANT POLICIES

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS2 - Development Principles

CS4 - Economy and Employment

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

N/A

TECHNICAL CONSULTATIONS:

Highways - No objection subject to a planning condition to restrict luminance levels at the site.

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 21 neighbours and a site notice. No objections have been received.

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

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ISSUES AND ASSESSMENT:

PROPOSAL

The application is for the display of signage comprising, 1 no 5.5m high free standing internally illuminated totem sign, 3 no internally illuminated fascia signs, 3 non illuminated fascia signs and 1no free standing non-illuminated wayfinding sign.

POLICY CONSIDERATIONS

The application complies with Policies CS2, CS4 and CS19 of the Core Strategy and saved Policy S10 of the UDP. As this is an application for advertisement consent the only relevant considerations are impacts on amenity and safety.

AMENITY

The design of the signs is acceptable and consistent with the existing character of the site. The signs would not be too large or out of proportion to the size of the buildings. They would fit in with the industrial character of the area. As a result, there would be no harm to amenity from the proposal.

PUBLIC SAFETY

The proposal would not harm public safety provided that a standard condition is imposed to restrict luminance levels. This is supported by the views of the council's highways department who have no objection to the development subject to conditions.

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) 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 to comply with UDP Policy S10.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
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Document Reference PS/DC/OP04/05	Document Issue Number 003	Document Issue Date 23/9/02
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12/05/2021	-	Rev 3.1	Signage Proposal Plans and Elevations
12/05/2021	-		Location Plan

Informatives

N/A

Andrew Hunt

28 June 2021

Alan Kilroe

29 June 2021

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