

Knowsley Council
Regeneration and Economic Development Directorate.
Delegated Planning Report

APPLICATION NO: 23/00922/ADV **CASE OFFICER:** Andrew Hunt

WARD: Northwood **PARISH:** N/A

LOCATION: Land To West Of, Coopers Lane, Knowsley Industrial Park
Kirkby, Knowsley, L33 7UA

PROPOSAL: ADVERTISEMENT CONSENT FOR THE DISPLAY OF SIGNAGE
INCLUDING 1 NO. DIGITAL UNIT SINGLE SCREEN, 3 NO. DIGITAL
UNIT DOUBLE SCREENS, 3 NO. DOUBLE SIDED BANNER UNIT, 2
NO. BUILDING LETTER SIGNAGE, 2 NO. MCDONALDS GOLDEN
ARCH LOGO, 1 NO. SINGLE DIGITAL RECONNECT SCREEN AND
1 NO TOTEM SIGNAGE

Site Description

The application site is a rectangular shaped site. The site is part of a wider site of retail units with food and drink units and a petrol station to the west and a pub to the east. The site is to the north of the A580 and near to the junction of the A580 and Coopers Lane.

Proposal

The proposal is an advertisement consent for the display of signage including 1 no digital single screen, 3 no digital unit double screens, 3no double sided banner unit, 2 no building letter signage, 2 no McDonalds golden arch logo, 1 no single digital reconnect screen and 1 no totem signage.

Consultations

Cadent Gas – No Objection subject to informative.

Environmental Health – No Objection.

Highways – No Objection.

Representations

This application has been publicised by letter sent to 26 neighbours. No representations have been received.

Planning History

A related planning application has yet to be determined (23/00758/FUL).

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that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear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

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

Amenity

The proposed advertisement would be of standard appearance and similar in appearance to other McDonalds restaurants in Knowsley. The location of the site as part of a small retail complex and the presence of the A580 to the south means that the adverts would be in keeping with the character of the area.

Overall, there would be no harm to amenity from the proposal.

Public Safety

The signs would not adversely affect public safety as they would be located amongst other signage in a small retail complex. This view is supported by the council's highways authority who have no objection.

Conclusion

The proposal would be acceptable in relation to Amenity and Public Safety. The application complies with local planning policies and is recommended for approval.

Recommendation

That permission be granted subject to the following conditions.

- 1) The proposal hereby permitted shall be carried out in accordance with the following documents.
 - a. Proposed Building Signage – Rev C - (received 13/07/2023)
 - b. Site Advert Plan (received 22/06/2023).
 - c. Feel Good Signage Booklet (received 22/06/2023).
 - d. Screen Details (received 18/05/2023).
 - e. Location Plan (received 18/05/2023).
 - f. Roof Advert Plan (received 18/05/2023).
 - g. Block Plan (received 18/05/2023).
 - h. Drive Thru Signage Booklet (received 18/05/2023).
 - i. Totem Signage Booklet (received 18/05/2023).

Reason: For the avoidance of doubt.

Signed Case Officer: **Andrew Hunt**

Signed Authorising
Officer: **K Foster**

Date: **1 August 2023**

Informatives

- 1) Cadent Gas – See Letter

Appendix 1 – Site Photographs



