

Regeneration and Economic Development Department

APPLICATION NO: 21/00965/ADV

APPLICANT: Hermes Parcelnet Limited

WARD AFFECTED: Northwood

DEVELOPMENT: DISPLAY OF 3NO ADVERTISEMENTS

LOCATION OF SITE: Hermes Parcelnet Limited, 1 Acornfield Road, Knowsley Industrial Park, Kirkby, L33 7UG

KNOWSLEY LOCAL PLAN ALLOCATION –

Land for Employment development

Primary Industrial Area

RELEVANT POLICIES

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

TECHNICAL CONSULTATIONS:

NA

NEIGHBOUR NOTIFICATION:

This application was publicised by letters sent to 6 neighbours. No representations have been received.

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 advertisement consent in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

ISSUES AND ASSESSMENT:

PROPOSAL

The application seeks consent to display three non-illuminated advertisement signs at the Hermes distribution depot on off Moss End Way, following the company's re-branding as "EVRI".

- Two signs are proposed on the building:
 - one to the western elevation of the building mid-point and above a delivery/loading point facing the access road coming off Moss End Way. The sign would measure 5m x 1.8m with 10.3m from ground level to the bottom of the sign, and
 - one on the southern elevation presenting to Acornfield Road, facing a service yard. The sign would measure 5m x 1.8m with 9.2m from ground level to the bottom of the sign.
- The third (directional) sign would be on support poles sited to the west of the building on a small, grassed area. The free-standing sign measures 1.8m x 1.2m with 1.8m from ground level to the bottom of the sign. Underneath the directional sign would be an instructional sign of 1.8m x 0.6m with 1.2m from ground level to the bottom of the instructional sign.

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

POLICY CONSIDERATIONS

The application complies with the above noted planning policies.

SAFETY

The signs would be non-illuminated and would be sited on a building within a wider industrial area where such signage is commonly found. The free-standing sign would be sited by the western side of the building, non-illuminated and would be away from the public highway. As such, the proposed signage does not raise public or highway safety concerns.

AMENITY

The proposed signage would be of a type and size commonly found within sites and on buildings in such locations. The signs would be non-illuminated, and the nearest dwellings are on Depot Road with commercial area between and not facing towards the site. The proposed signage would have little impact on the amenity of the area. In accordance with local planning policy the signage would:

- not have an adverse effect on visual amenity;
- be of an appropriate scale and in harmony with the building or area;
- use appropriate materials and colours;
- not create clutter, and;
- would not impact on a listed building, or other heritage asset or a conservation area.

CONCLUSION

The proposed signage would be characteristic of such a building and site and does not raise safety or amenity concerns. The application complies with planning policies and is, therefore, recommended for approval.

RECOMMENDATION:

That Advertisement Consent be granted subject to the following condition:-

- 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
04/01/2022	-	-	Location Plan
04/01/2022	-	-	Proposed Signage Location

Lee Osborne
7 July 2022

Mark Cawood
8 July 2022

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

c:\users\balmerj\appdata\local\microsoft\windows\inetcache\content.outlook\lqhb66h5\21-00965-adv hermes depot 1 acornfield road dlp.doc.rtf