

APPLICATION NO: 25/00422/ADV **CASE OFFICER:** Louise Robinson

WARD: St Gabriels **PARISH:** Tarbock Parish Council

LOCATION: Unit C, Sovereign Business Park, Wilson Road, Huyton, Knowsley, L36 6FP.

PROPOSAL: DISPLAY OF ADVERTISEMENT SIGNAGE COMPRISING OF 1NO. NON-ILLUMINATED FASCIA SIGN (RETROSPECTIVE APPLICATION).

Site Description

The application site relates to a relatively new unit built on Sovereign Business Park, Wilson Road, Huyton (approved under planning reference 22/00109/FUL).

The application site is located within a Primarily Industrial Area, as shown on the Policies Map and defined by Policy CS4 of the Knowsley Local Plan: Core Strategy (January 2016) and Saved Policy EC3 of the Knowsley Replacement Unitary Development Plan (June 2006).

Proposal

Planning permission is sought for advertisement consent for the retention of 1no. non-illuminated fascia sign.

The signage was installed as of 20 June 2025 (as per the submitted application form), therefore the application is retrospective.

The details of the advertisement(s) are outlined below:

Sign	Dimensions	Height from Ground	Letter Heights	Materials	Colour	Illumination
Fascia Sign 'TJ Morris Converting LTD'	4.8m (W) x 2.3m (H)	8.0m	70cm	UV vinyl print applied to 3mm aluminium composite material panels (4 no.) and matt UV laminated. Panels fitted to cladding with self-tapping tek screws with blue PMS 549CV colour matched caps. 3mm white perspex letters (Opal Perspex 069) bonded to panels.	Blue PMS 549CV Black Sign Case: RAL 5024	Non-Illuminated

Consultations

None required.

Representations

This application has been publicised by 1no. site notice displayed near to the site (as of 18 July 2025). No comments or objections were received during the consultation period.

Planning History

25/00013/COND1	Application to discharge Condition 15 (Travel Plan) pertaining to planning permission 25/00013/FUL. Discharged (18.07.2025)
25/00072/DISCON	Discharge of Condition 5 (Noise Assessment) pertaining to planning application 24/00218/FUL. Discharged (02.04.2025)
25/00013/FUL	Variation of Conditions 2, 8 & 11 attached to planning permission 24/00218/FUL (Variation of Condition 2 attached to planning permission 22/00109/FUL (Demolition of buildings and the erection of 2no. industrial units together with the part demolition / part extension and remodelling of existing industrial building to form 7no. units (Use Classes E (G) (II) (III), B2 and B8) with ancillary office space. Reconfiguration of car parking including service and vehicular circulation areas) to allow for the extension of the existing service yard and car parking areas to the side and rear of Unit G2. Amendments to the north elevation of the unit to relocate the fire exit door and add a larger operational door together with amendments to materials and landscaping and erection of 2.4m high paladin fencing and an additional section of 2m high acoustic fencing. Granted (09.05.2025)
24/00518/DISCON	Discharge of Condition 3 (Landscaping), 12 (Cycle Parking) and 16 (Motorcycle Parking) pertaining to planning application 24/00218/FUL. Discharged (12.05.2025)
24/00362/DISCON	Discharge of Conditions 4 (Landscaping), 13 (Cycle Storage) and 18 (Motorcycle Storage) pertaining to planning application 22/00109/FUL. S73 application 24/00218/FUL Disposed (30.09.2024)
24/00218/FUL	Variation of Condition 2 attached to planning permission 22/00109/FUL (Demolition of buildings and the erection of 2no. industrial units together with the part demolition / part extension and remodelling of existing industrial building to form 7no. units

(Use Classes E (G) (II) (III), B2 and B8) with ancillary office space. Reconfiguration of car parking including service and vehicular circulation areas) to allow for an amendment to the layout of Unit C to comprise the erection of two sprinkler tanks to the service yard, a pump house, a compressor room, a canopy to the western elevation of the building, the installation of an liquefied petroleum gas storage area and alteration to car parking layout.

Granted (23.07.2024)

22/00109/NMA1 Non-Material Amendment following the grant of planning permission 22/00109/FUL (Demolition of buildings and the erection of 2no. industrial units together with the part demolition / part extension and remodelling of existing industrial building to form 7no. units (Use Classes E (G) (II) (III), B2 and B8) with ancillary office space. Reconfiguration of car parking including service and vehicular circulation areas, landscaping, infrastructure works and other associated works). Amendments sought for window head reduction to Unit C (NW & NE Elevations), Unit G1 (S & E Elevations), Unit G2 (W & S Elevations) and Unit F (NW & NE Elevations).

Granted (01.02.2024)

23/02828/DISCON Please refer to covering letter – see 22/00109/DISCON

Disposed (14.12.2023)

23/02737/DISCON See 22/00109/DISCON
Not Required (14.11.2023)

22/00109/NMA Non-Material Amendment following the grant of planning permission 22/00109/FUL (Demolition of buildings and the erection of 2no. industrial units together with the part demolition / part extension and remodelling of existing industrial buildings to form 7no. units (Use Classes E (G) (II) (III), B2 and B8) with ancillary office space. Reconfiguration of car parking including service and vehicular circulation areas, landscaping, infrastructure works and other associated works). Amendment sought to reduce the side of Unit C and to revise the car park layout.

Granted (17.10.2023)

22/00347/DEMCON Prior notification for the demolition of buildings and structures.

Prior Approval Required and Granted (16.11.2022)

22/00109/FUL Demolition of buildings and the erection of 2no. industrial units together with the part demolition / part extension and remodelling of existing industrial buildings to form 7no. units (Use Classes E (G) (II) (III), B2 and B8) with ancillary office space. Reconfiguration of car parking including service and vehicular circulation areas, landscaping, infrastructure works

and other associated works.

Granted (05.05.2023)

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.

NATIONAL PLANNING POLICY FRAMEWORK

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

Policy 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

Advertisements are controlled under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Regulation 3 requires Local Planning Authorities to control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and other relevant factors.

Paragraph 141 of the NPPF states 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'.

Amenity

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.

The application site is identified as a Primarily Industrial Area in the Knowsley Local Plan: Core Strategy.

The site is surrounded by existing commercial and industrial units which feature various advertisements of different sizes, designs and colours. The proposal would be seen in context with the commercial and industrial nature of this area.

The signage consists of 1no. non-illuminated fascia sign which has been affixed to the front elevation of the Unit.

The sign has been constructed in colours and materials which suit the area and are of an appropriate size in relation to the surrounding area, and do not result in visual clutter along the street scene.

Therefore, the signage has not resulted in a significant change to the appearance of the street scene and does not have a detrimental impact on the visual amenity on the locality and is in accordance with Saved Policy S10 of the Knowsley Replacement UDP and the NPPF.

Public Safety

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

- (i) The proposals would not adversely affect highway safety or other forms of public safety.

The fascia sign is non-illuminated and is set approximately 29.3m away from the highway of Wilson Road, and 8m above ground level.

As such, it is considered that the 1no. fascia sign does not adversely impact highway safety and does not result in a severe impact on public safety. The proposal is in accordance with Saved Policy S10 of the Knowsley Replacement UDP and the NPPF.

Conclusion

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

Recommendation

That advertisement consent be granted subject to the following conditions:

- 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
10.07.2025	-	-	Cover Letter
10.07.2025	12211-AEW-XX-XX-DR-A-0501	04	Location Plan
10.07.2025	001	04	Exterior Building Sign

Signed Case Officer¹:

Louise Robinson

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

**Signed Authorising
Officer²:**

Mark Quinn

Date:

19.08.2025

Informatives

Not Applicable.

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

Site Photographs

