



Mr A Kilroe
Knowsley Metropolitan Borough Council
Municipal Buildings
Huyton
L36 9UX

Our Ref: 70073767
31 May 2022

Dear Alan,

APPLICATION FOR ADVERTISEMENT CONSENT AT FORMER SONAE SITE, MOSS LANE, KIRKBY, KNOWSLEY, L33 7XQ.

On behalf of PLP, please find enclosed details of an advertisement application in relation to a number of advertisements/signage in relation to the address set out above.

The application follows approval for the erection of signage in April 2022 (planning ref: 22/00102/ADV). Since the approval, the operator is proposing to amend to the location of the two totem signs. There is no change to the location of the remaining signs (fascia and locations).

The amendments are considered minor in nature, however, there is no mechanism available to amend the approved advertisement consent, therefore to secure the revised location of the totem signage, a new application is required.

The contents of the cover letter which supported the approved application, setting out justification for type, size and location of the signs has been included below.

The documents submitted with this application comprise the following:

Drawing/Document Title
B8391-AEW-XX-XX-DR-A-0501_[S2][P4]_Location Plan
B8391-AEW-XX-XX-DR-A-0525_[S2][P02]_Building Signage Elevations
B8391-AEW-XX-XX-DR-A-0530_[S2][P05]_Site Plan Proposed Site Signage
Signage Detail - (A) Buses In
Signage Detail - (B) Cars In
Signage Detail - (C) Exit Up
Signage Detail - (F) Truck Entrance

Signage Detail - (I) Monument
Signage Detail - (J) Amazon Logo
Signage Detail - (K) Amazon Smile
Signage Detail - Coloured Zone Parking Numbers (Various)
Signage Schedule

The application fee of £462 has been paid directly to the Council.

The Proposal

This application seeks consent to display signage in relation to the occupation of a new warehouse. The warehouse is currently being constructed and the proposed signage is associated with the occupier's requirement.

The signs relate to fascia signs, totem signage and car park directional signage. Details of each sign including size, height, appearance and materials can be found within the supporting drawing pack and detailed signage schedule.

Fascia Signs

Four illuminated fascia signs are to be installed on the main warehouse building itself. The supporting location plan and elevational drawings provide details on sign location and scale. The signs read 'Amazon' and a 'Smile' logo and mainly advertises the occupier of the warehouse and main entrance.

The signs measure 4.5m x 15m and 1.8m x 8m in size but all feature a similar design with black text and a blue logo on a white background which reflects the occupiers corporate branding.

The signs will be halo illuminated which will provide illumination of 300cdm.

All fascia signs are proposed as permanent fixtures to the buildings.

Totem Signage

The totem signage is proposed at each access/egress point into the site. The totems measure 2.75m by 4.1m by 0.6m with the signs set upon a plinth. The signs themselves are made of aluminium. The signs advertise entrance points and locations for deliveries, staff entry and visitors. The signs have been designed to be clear and legible to provide quick and safe entry to site.

The signs will be face lit which will provide illumination of 300cdm.

All totem signs are proposed as permanent fixtures.

Directional Signage

The car park directional signage is proposed to be installed at each access to the site, providing vehicle users will clear directions/highway information when entering and exiting the site.

Further individual car park signage is proposed within the car park itself to direct motorists to the correct parking area. Signage also advises that only reverse parking will be acceptable.

Signs will be pole mounted with a maximum height of 4.1 metres.

No directional signage is proposed to be illuminated.

Planning Policy

The Council's Development Plan currently comprises saved policies of the Unitary Development Plan (adopted in June 2006) and Core Strategy (adopted in January 2016).

Saved policy S10 of the Council's UDP sets out that proposals to display advertisements will be permitted provided that they would not harm amenity or public safety in the following respects:

Amenity considerations

- 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; and
- h) Where they occur in the Green Belt they would respect the visual amenity of the countryside.

Public safety considerations

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

Planning Assessment

Amenity

The proposed fascia signs are suitable in terms of appearance and materials for the site's context and will contribute to the contemporary design of the building. The size and location of the proposed signs are appropriate given the scale of the building and that the site sits within a large business/industrial estate.

The nearest residential property is located approximately 200 metres away from the site, off Arbour Lane. Given the separation distance, the impact will be minimal and not detrimental to residential amenity.

The illumination levels are appropriate for the site and ensure the signage can be easily read by staff/visitors seeking access to the site. No flashing or inappropriate forms of illumination are proposed.

In the absence of any adverse impacts relating to amenity of residents by reason of overbearing, overshadowing, overlooking, visual intrusion and/or disturbance the proposed fascia signs are clearly acceptable. The visual amenity of the local area will not be impacted upon.

A similar conclusion in relation to the totem and directional signage can also be reached. The totem and directional signage is proportionate to the scale of the site and has no impact on residential or visual amenity.

The proposed signage would not have an adverse effect on visual amenity either individually or together and as such are in accordance with saved policy S10.

Highways Safety

The fascia signs are located a sufficient distance away from the main highway and therefore will have no impact. The building is setback from the highway, located well within the site, with the car parking area in-between. The signs do not project or overhang any highways.

Illumination levels of 300cd/m are considered appropriate given the separation distance of 100 metres to the highway.

In respect of totem and directional signage, the signs are located in close proximity to the site access points, however, due to scale and positioning will not impact on road safety.

The illuminated totem signage is setback from the highway within the footprint of the site in order to assist motorists identify the access points. The signage does not overhang or protrude in the public areas or pavements. There will be no impact on pedestrians.

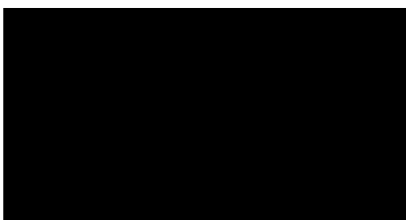
The signage will not have a detrimental impact upon highways and public safety and therefore in accordance with saved policy S10.

Summary

In light of the above and the information enclosed, we respectfully request that the Council formally validates the application.

Should the Council require any further information this regard, please do not hesitate to contact me.

Yours sincerely,



Alec Drake
Senior Planner

Encl.- As above