
<u>APPLICATION NO:</u>	26/00076/ADV	<u>CASE OFFICER:</u>	Louise Robinson
<u>WARD:</u>	St Gabriels	<u>PARISH:</u>	N/A
<u>LOCATION:</u>	Sovereign Industrial Park, Wilson Road, Huyton, Knowsley, L36 6AD		
<u>PROPOSAL:</u>	DISPLAY OF SIGNAGE COMPRISING 1NO. INTERNALLY ILLUMINATED DOUBLE SIDED TOTEM SIGN, 8NO. INTERNALLY ILLUMINATED FASCIA SIGNS AND VARIOUS VINYL SIGNAGE.		

Site Description

The application site comprises the former Sovereign Distillery site. At present, the previous buildings have been demolished and the units and works approved under planning reference 23/02782/FUL are currently under construction.

The site is bounded by Phase 1 of the former Sovereign Distillery and existing residential development to the north, existing warehouse units, Paramount Business Park, Premier Inn, Brewers Fayre restaurant and Wilson Road to the east, a building and garden supplies business, the Hare and Hounds Public House and residential development to the west and Cronton Road and an Aldi retail store to the south.

The application site is allocated as 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 to display 1no. internally-illuminated double sided totem sign, 8no. internally-illuminated fascia signs and various vinyl signage.

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

Sign	Dimensions	Height from Ground	Letter Heights	Materials	Colour	Illumination
A - Fascia Sign 'Home Bargains'	3.5m (H) x 13m (W) x 0.2m (D)	4.7m	200cm	Powder coated aluminium frame with self-tensioning PVC skin.	Red, white & blue.	Internally illuminated 55 cd/m ² Static
B - Fascia Sign 'Garden World'	2.1m (H) x 5.5m (W) x 0.1m (D)	4.7m	150cm	Powder coated aluminium frame with self-tensioning PVC skin.	Dark green, white, red and blue.	Internally illuminated 55 cd/m ² Static

C - Fascia Sign 'Café'	2.1m (H) x 5.5m (W) x 0.1m (D)	4.7m	150cm	Powder coated aluminium frame with self-tensioning PVC skin.	Maroon, white, blue and red.	Internally illuminated 55 cd/m ² Static
D - Fascia Sign 'Home Bargains'	3.5m (H) x 10m (W) x 0.2m (D)	4.7m	200cm	Powder coated aluminium frame with self-tensioning PVC skin.	Blue, red and white.	Internally illuminated 55 cd/m ² Static
E - Fascia Sign 'Café'	2.1m (H) x 5.5m (W) x 0.2m (D)	5.1m	150cm	Powder coated aluminium frame with self-tensioning PVC skin.	Maroon, white, blue and red.	Internally illuminated 55 cd/m ² Static
F - Fascia Sign 'Garden World'	2.1m (H) x 5.5m (W) x 0.2m (D)	5.1m	150cm	Powder coated aluminium frame with self-tensioning PVC skin.	Dark green, white, blue and red.	Internally illuminated 55 cd/m ² Static
G - Fascia Sign 'Home Bargains'	2.6m (H) x 5.5m (W) x 0.2m (D)	5.1m	150cm	Powder coated aluminium frame with self-tensioning PVC skin.	Red, white and blue.	Internally illuminated 55 cd/m ² Static
H - Fascia Sign 'Garden World'	2.6m (H) x 5.5m (W) x 0.2m (D)	5.1m	150cm	Powder coated aluminium frame with self-tensioning PVC skin.	Dark green, white, blue and red.	Internally illuminated 55 cd/m ² Static
Double-Sided Totem Sign	4.2m (H) x 1.8m (W) x 0.3m (D)	2.1m	700cm	Powder coated box section with self-tensioning PVC	Red, white, blue, dark green and maroon.	Internally illuminated 55 cd/m ² Static

Various vinyl signage would also be displayed on the retail unit. A 'Happy Gardening' non-illuminated vinyl applied to a dibond panel would be applied above the exit doors and further vinyl graphics would be applied to the glazing of the store.

Consultations

Highways – No objections.

Cadent Gas – No objections, subject to informative.

Representations

This application has been publicised by letters sent to 80 neighbours and 3 site notices displayed near to the site. No comments or objections were received during the consultation period.

Planning History

25/00556/FUL	S73 APPLICATION FOR VARIATION OF CONDITION 2 (APPROVED PLANS) ATTACHED TO PLANNING PERMISSION 23/02782/FUL (ERECTION OF 1NO. RETAIL UNIT (USE CLASS E(A) WITH EXTERNAL DISPLAY AREA, PARTIAL DEMOLITION, RECONFIGURATION AND REFURBISHMENT OF EXISTING EMPLOYMENT BUILDING TO CREATE 3NO. INDUSTRIAL/ WAREHOUSE BUILDINGS WITH ANCILLARY OFFICES (USE CLASSES E(G)(III), B2 AND B8) WITH SERVICING AND CAR PARKING; AMENDMENT OF EXISTING SITE ACCESSSES ALONG WITH INTERNAL ESTATE ROADS & 2NO. SUBSTATIONS). Granted (27 March 2026)
23/02782/NMA	NON-MATERIAL AMENDMENT TO PLANNING PERMISSION 23/02782/FUL (ERECTION OF 1NO. RETAIL UNIT (USE CLASS E(A) WITH EXTERNAL DISPLAY AREA AND CAR PARKING AND SERVICING ARRANGEMENTS. PARTIAL DEMOLITION, RECONFIGURATION AND REFURBISHMENT OF EXISTING EMPLOYMENT BUILDING TO CREATE 3NO. INDUSTRIAL/ WAREHOUSE BUILDINGS WITH ANCILLARY OFFICES (USE CLASSES E(G)(III), B2 AND B8) WITH SERVICING AND CAR PARKING ; RETENTION AND AMENDMENT OF EXISTING SITE ACCESSSES ALONG WITH INTERNAL ESTATE ROADS; 2NO. SUBSTATIONS; LANDSCAPING; AND ASSOCIATED WORKS) AMENDMENT SOUGHT TO VARY THE WORDING OF CONDITIONS 5 & 6 WITH REGARD TO THE TIMING OF THE SUBMISSION. Granted (05 September 2025)
23/02782/FUL	ERECTION OF 1NO. RETAIL UNIT (USE CLASS E(A) WITH EXTERNAL DISPLAY AREA AND CAR PARKING AND SERVICING ARRANGEMENTS. PARTIAL DEMOLITION, RECONFIGURATION AND REFURBISHMENT OF EXISTING EMPLOYMENT BUILDING TO CREATE 3NO. INDUSTRIAL/ WAREHOUSE BUILDINGS WITH ANCILLARY OFFICES (USE CLASSES E(G)(III), B2 AND B8) WITH SERVICING AND CAR PARKING; RETENTION AND AMENDMENT OF EXISTING SITE ACCESSSES ALONG WITH INTERNAL ESTATE ROADS; 2NO. SUBSTATIONS; LANDSCAPING; AND ASSOCIATED WORKS. Granted (30 July 2025)

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

SUPPLEMENTARY PLANNING DOCUMENTS

Shopfront and Signage Design SPD

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.

Commented [LR1]: May need to amend

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 proposed signage consists of display 1no. internally-illuminated double sided totem sign, 8no. internally-illuminated fascia signs, 12 vinyl graphic signs applied to the glazing and 1 vinyl sign above the exit doors.

The signs have 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.

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 signs would be a mixture of internally illuminated and non-illuminated signage that would be affixed to the unit and a free-standing internally-illuminated totem sign.

Highways have no objections to the proposal, as the signage would be set back from the highway and would not interfere with visibility splays or sightlines. The proposed signage would not have an adverse impact on highway safety or the local highway network.

A condition will be imposed on the granting of planning permission to control the illuminance levels of the internally-illuminated signs, in accordance with Policy S10 of the Replacement UDP.

In summary, it is considered that the signs do not adversely impact highway safety and do not result in a severed 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 and is in accordance with Saved Policy S10 of the Knowsley Replacement UDP and the NPPF. Therefore, the application is recommended for approval.

Recommendation

That planning permission be granted subject to the following conditions:

- 1) The development must be begun not later than the expiration of three years beginning with the date of this permission.

Reason: In order to comply with the requirements of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2) 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.

- 3) In the hours of darkness, the advertisement display luminance shall be no greater than 300cd/m² in accordance with the recommended maximum nighttime luminance value set out in Table 10.4 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m².

Reason: In the interests of amenity, public safety and in order to retain effective planning control and to comply with the National Planning Policy Framework (2024), Policies CS2 and CS19 of the Knowsley Local Plan: Core Strategy, adopted January 2016, Saved Policy S10 of the Knowsley Replacement Unitary Development Plan, adopted June 2006 and Shopfronts and Signage Design SPD (2016).

- 4) In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions (to ensure it is neither too bright or too dull), and shall at all times be no greater than the recommended maximum daytime luminance values set out in Table 10.5 within the Institution of Lighting Professionals - Professional Lighting Guide (PLG 05) 'Brightness of Illuminated Advertisements including Digital Displays' (or its equivalent in a replacement guide) in cd/m2.

Reason: In the interests of amenity, public safety and in order to retain effective planning control and to comply with the National Planning Policy Framework (2024), Policies CS2 and CS19 of the Knowsley Local Plan: Core Strategy, adopted January 2016, Saved Policy S10 of the Knowsley Replacement Unitary Development Plan, adopted June 2006 and Shopfronts and Signage Design SPD (2016).

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
25.02.2026	-	-	LOCATION PLAN
25.02.2026	7182-040	REV B	SITE PLAN
25.02.2026	001	REV 6	SIGNAGE SCHEME

Signed Case Officer¹:

Louise Robinson

Signed Authorising Officer²:

Jo Sheridan

Date:

14/04/2026

Informatives

- 1) Cadent Gas Ltd own and operate the gas infrastructure within the area of your development. There may be a legal interest (easements and other rights) in the land that restrict activity in proximity to Cadent assets in private land. The applicant must ensure that the proposed works do not infringe on legal rights of access and or restrictive covenants that exist.

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

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

If buildings or structures are proposed directly above the apparatus the development may only take place following diversion of the apparatus. The applicant should apply online to have apparatus diverted in advance of any works, by visiting cadentgas.com/our-services/gas-diversions

Prior to carrying out works, including the construction of access points, please register on www.linesearchbeforeudig.co.uk to submit details of the planned works for review, ensuring requirements are adhered to.

Your responsibilities and obligations

Cadent may have a Deed of Easement on the pipeline, which provides us with a right of access for a number of functions and prevents change to existing ground levels, storage of materials. It also prevents the erection of permanent/temporary buildings, or structures. If necessary Cadent will take action to legally enforce the terms of the easement.

This letter does not constitute any formal agreement or consent for any proposed development work either generally or related to Cadent's easements or other rights, or any planning or building regulations applications.

Cadent Gas Ltd or their agents, servants or contractors do not accept any liability for any losses arising under or in connection with this information. This limit on liability applies to all and any claims in contract, tort (including negligence), misrepresentation (excluding fraudulent misrepresentation), breach of statutory duty or otherwise. This limit on liability does not exclude or restrict liability where prohibited by the law nor does it supersede the express terms of any related agreements.

If you need any further information or have any questions about the outcome, please contact us at plantprotection@cadentgas.com or on 0800 688 588 quoting your reference 26/00076/ADV.

- 2) The proposed development lies within an area that has been defined by the Mining Remediation Authority as containing coal mining features at surface or shallow depth. These features may include: mine entries (shafts and adits); shallow coal workings; geological features (fissures and break lines); mine gas and former surface mining sites. Although such features are seldom readily visible, they can often be present and problems can occur, particularly as a result of new development taking place.

Any form of development over or within the influencing distance of a mine entry can be dangerous and raises significant land stability and public safety risks. As a general precautionary principle, the Mining Remediation Authority considers that the building over or within the influencing distance of a mine entry should be avoided. In exceptional circumstance where this is unavoidable, expert advice must be sought to ensure a suitable engineering design which takes account of all relevant safety and environmental risk factors, including mine gas and mine-water. Your attention is drawn to the Mining Remediation Authority Policy in relation to new development and mine entries available at:

Building on or within the influencing distance of mine entries - GOV.UK

Any intrusive activities which disturb or enter any coal seams, coal mine workings or coal mine entries (shafts and adits) requires a Mining Remediation Authority Permit. Such activities could include site investigation boreholes, excavations for foundations, piling activities, other ground works and any subsequent treatment of coal mine workings and coal mine entries for ground stability purposes. Application forms for Mining Remediation

Authority permission and further guidance can be obtained from The Mining Remediation Authority's website at: www.gov.uk/get-a-permit-to-deal-with-a-coal-mine-on-your-property

What is a permit and how to get one? - GOV.UK (www.gov.uk)

In areas where shallow coal seams are present caution should be taken when carrying out any on site burning or heat focused activities.

If any future development has the potential to encounter coal seams which require excavating, for example excavation of building foundations, service trenches, development platforms, earthworks, non-coal mineral operations, an Incidental Coal Agreement will be required. Further information regarding Incidental Coal Agreements can be found here - <https://www.gov.uk/government/publications/incidental-coal-agreement/guidance-notes-for-applicants-for-incidental-coal-agreements>

If any coal mining features are unexpectedly encountered during development, this should be reported immediately to the Mining Remediation Authority on 0800 288 4242. Further information is available on the Mining Remediation Authority website at: Mining Remediation Authority - GOV.UK

Informative Note valid from 1st January 2025 until 31st December 2026

Site Photographs

