

<u>APPLICATION NO:</u>	23/02748/ADV	<u>CASE OFFICER:</u>	Lee Osborne
<u>WARD:</u>	Northwood	<u>PARISH:</u>	
<u>LOCATION:</u>	Academy Business Park, County Road, Knowsley Industrial Estate		
<u>PROPOSAL:</u>	DISPLAY OF ADVERTISEMENT SIGNAGE COMPRISING:- PETROL FILLING STATION (PFS) SIGNS COMPRISING 4NO. INTERNALLY ILLUMINATED PFS CANOPY SIGNS, 4NO. INTERNALLY ILLUMINATED HGV CANOPY SIGNS, 1NO. NON-ILLUMINATED JET WASH SIGN, 1NO. LED LIT (BLADE) PROJECTING PUMP ISLAND SIGN, 4NO. LED LIT (WAVE) PUMP ISLAND SIGNS; 5NO. NON-ILLUMINATED (KAOLA) PROJECTING PUMP ISLAND SIGNS, 2NO. FREESTANDING ILLUMINATED TOTEM SIGNS; AND SHOP SIGNS COMPRISING 1NO. INTERNALLY ILLUMINATED FASCIA HANGING SIGN, 2NO. NON-ILLUMINATED ELEVATION HOARDING SIGNS.		

Site Description

The petrol filling station (PFS) is sited within the Academy Business Park and is sited to the north of the Costa unit. The unit is accessed off the County Road / Arbour Lane roundabout from a separate spur access road serving the Business Park.

Proposal

The application is for various signs typically found at PFS's installed at the premises. In addition the application includes a totem pole adjacent the roundabout access road into the overall Academy Business Park and another totem sign adjacent County Road at the rear of the Costa unit curtilage. The totem signs have an overall height of 9m with the bottom of the sign starting up 1.5m from ground level.

Consultations

None Required

Representations

This application has been publicised by letters sent to 52 neighbours. No representations have been received.

Planning History

18/00269/FUL - ERECTION OF PETROL FILLING STATION AND COFFEE SHOP, WITH DRIVE-THRU FACILITY AND ASSOCIATED WORKS. Granted: 30.07.2018.

19/00479/FUL - APPLICATION FOR VARIATION OF CONDITION NO. 2, 3, 13 & 15 ATTACHED TO PLANNING PERMISSION 18/00269/FUL FOR ERECTION OF PETROL FILLING STATION AND COFFEE SHOP, WITH DRIVE-THRU FACILITY AND ASSOCIATED WORKS - TO ALLOW FOR RE-SITING OF UNITS;

ALTERATIONS TO SITE LAYOUT AND LANDSCAPING; REDUCTION IN NO. OF PETROL PUMPS AND REMOVAL OF AIR/WATER STATIONS AND ALTERATIONS TO ELEVATIONS OF COFFEE SHOP. Granted: 18.10.2019.

20/00208/FUL - VARIATION/REMOVAL OF CONDITIONS NO. 2, 3, 13 AND 15 ATTACHED TO PLANNING PERMISSION 18/00269/FUL (ERECTION OF PETROL FILLING STATION AND COFFEE SHOP, WITH DRIVE-THRU FACILITY AND ASSOCIATED WORKS) TO ALLOW FOR AMENDMENT TO APPROVED PLANS IN RELATION TO RESITING OF COFFEE SHOP; LAYOUT; ALTERATIONS TO PARKING AND INSTALLATION OF LAYBY; RELOCATION OF BIN STORE/SERVICING AREA; LANDSCAPING AND BEE ORCHIDS; TOGETHER WITH VARIATION/REMOVAL OF CONDITIONS NO. 4, 5, 6, 7, 8, 11, 14 IN RELATION TO DRAINAGE, CONTAMINATED LAND, NOISE, CONSTRUCTION MANAGEMENT PLAN AND HARD LANDSCAPING FOLLOWING ADDITIONAL / NEW INFORMATION SUBMITTED. Granted: 22.07.2020.

20/00208/NMA - NON-MATERIAL AMENDMENT TO PLANNING PERMISSION 20/00208/FUL (VARIATION/REMOVAL OF CONDITIONS NO. 2, 3, 13 AND 15 ATTACHED TO PLANNING PERMISSION 18/00269/FUL (ERECTION OF PETROL FILLING STATION AND COFFEE SHOP, WITH DRIVE-THRU FACILITY AND ASSOCIATED WORKS) TO ALLOW FOR AMENDMENT TO APPROVED PLANS IN RELATION TO RESITING OF COFFEE SHOP; LAYOUT; ALTERATIONS TO PARKING AND INSTALLATION OF LAYBY; RELOCATION OF BIN STORE/SERVICING AREA; LANDSCAPING AND BEE ORCHIDS; TOGETHER WITH VARIATION/REMOVAL OF CONDITIONS NO. 4, 5, 6, 7, 8, 11, 14 IN RELATION TO DRAINAGE, CONTAMINATED LAND, NOISE, CONSTRUCTION MANAGEMENT PLAN AND HARD LANDSCAPING FOLLOWING ADDITIONAL / NEW INFORMATION SUBMITTED) TO ALLOW FOR REVISION TO PROPOSED SOFT LANDSCAPING PLAN AND TO RELOCATE THE TRANSLOCATED BEE ORCHIDS. Granted: 27.10.2020.

21/00572/FUL - VARIATION OF CONDITION NO 1 (APPROVED PLANS AND DOCUMENTS), NO 2 (CONSTRUCTION MANAGEMENT PLAN), NO 4 (SURFACE WATER SUSTAINABLE DRAINAGE SCHEME), NO 5 (MANAGEMENT AND MAINTENANCE OF THE SUSTAINABLE DRAINAGE SYSTEM), NO 8 (HARD AND SOFT LANDSCAPING) ATTACHED TO PLANNING PERMISSION 20/00208/FUL (VARIATION/REMOVAL OF CONDITIONS NO. 2, 3, 13 AND 15 ATTACHED TO PLANNING PERMISSION 18/00269/FUL (ERECTION OF PETROL FILLING STATION AND COFFEE SHOP, WITH DRIVE-THRU FACILITY AND ASSOCIATED WORKS) TO ALLOW FOR AMENDMENT TO APPROVED PLANS IN RELATION TO RESITING OF COFFEE SHOP; LAYOUT; ALTERATIONS TO PARKING AND INSTALLATION OF LAYBY; RELOCATION OF BIN STORE/SERVICING AREA; LANDSCAPING AND BEE ORCHIDS; TOGETHER WITH VARIATION/REMOVAL OF CONDITIONS NO. 4, 5, 6, 7, 8, 11, 14 IN RELATION TO DRAINAGE, CONTAMINATED LAND, NOISE, CONSTRUCTION MANAGEMENT PLAN AND HARD LANDSCAPING FOLLOWING ADDITIONAL / NEW INFORMATION SUBMITTED.) TO ALLOW FOR CHANGES TO THE APPROVED PETROL FILLING STATION AND CONSEQUENTIAL CHANGES TO THE SITE LAYOUT AND APPROVED DOCUMENTS. Granted: 16.10.2021.

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

The signage is typical of PFSs and therefore by virtue of the approval and operations of the PFS the signage is acceptable in principle.

AMENITY

The design of the signs is acceptable in the context of the Academy Business Park and proportionate in scale with both the PFS and the signage of other nearby businesses such as the Costa and Wendy's units which are adjacent the County Road boundary of the Business Park. Many of the signs are relatively modest in scale with little visual impact other than would be expected of signs at a PFS. The totem signs are larger but would be located adjacent the County Road / Arbour Lane / Academy Business Park access road roundabout and adjacent County Road by the Costa and Wendy's sites. PFS's typically have totem signage within or adjacent. The scale of the totems in these locations is appropriate, being within a busy street scene with street lighting columns and advertisement signage of other business. As such the totems do not adversely impact or harm amenity

PUBLIC SAFETY

The signs do not adversely affect highway safety as the signs are within the Business Park with other signage and adjacent the roundabout which the PFS is accessed off. The signs do not harm public safety, although it would be prudent to attach a maximum luminance condition to ensure that the luminance is not increased to a bright level that would harm safety due to glare.

Conclusion

The signage is acceptable in relation to amenity and public safety. The application complies with local planning policies and is recommended for approval.

Recommendation

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

- 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.

- 2) The maximum luminance of the advertisement shall not exceed 300cd/m² between dusk and dawn, as defined by official lighting up times, and 600cd/m² outside of these times, in accordance with the Institute of Lighting Professionals (ILP) Technical Note 5 'The Brightness of Illuminated Advertisement'.

Reason: In order to avoid harmful impacts from excessive brightness, and to comply with Policies CS2 and CS19 of the Knowsley Local Plan Core Strategy adopted January 2016 and Saved Policy S10 of the Knowsley Replacement Unitary Development Plan.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
26/10/2023	220412-CTA2-C	-	LOCATION PLAN
26/10/2023	220412-CTA1-C	-	GENERAL SITE LAYOUT
26/10/2023	220412-CTA3-C	-	ELEVATIONS - SHEET 1
26/10/2023	220412-CTA4-B	-	ELEVATIONS - SHEET 2
26/10/2023	22058-DCE-XX-XX-D-S-906	-	ID SIGN BASE TO 9.0m SIGN

Signed Case Officer¹: Lee Osborne

Signed Authorising

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

Officer²:

K Foster

Date:

23 September 2024

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