

Our ref: MA/DDML/008-9/L001m

Your ref: PP 13500997



Date: 21 October 2024

Mark Quinn
Knowsley Borough Council
Nutgrove Building,
Second Floor
Westmorland Rd
Huyton
L36 9FB

Dear Mark

ADVERT APPLICATION FOR BUILDING SIGNAGE. HUYTON TRADE PARK, WILSON RD, HUYTON, L36 6JG.

Please find enclosed an application for advertisement consent in relation to block A and B which are under advanced construction in line with approval 22/00662. These are non-illuminated signs affixed directly to the building and comprise unit numbering and signage areas for each of the units that are under construction. No signage is proposed which is freestanding, or in relation to existing units on the Huyton Trade Estate site. This has been submitted on the Planning Portal (reference is **PP13500997**) and the fee has been paid directly.

The signage strategy provides for 1 no. sign above the entrance door for each of the 24 no. units which measure 5.5m x 2m (which we refer to as Sign Type A), and unit numbering placed next to each entrance door (which we refer to as Sign Type B). In addition, for those units which front Wilson Road, they have an additional Sign Type A to the facing north-east elevation. As such this application seeks consent for 52 no. signs in total. The following table summarises the nature and dimensions of each of the two sign typologies.

DESCRIPTION	SIGN TYPE	FROM GROUND?	LETTER HEIGHTS (MAX)	SIGN DIMENSIONS	MATERIALS	ILLUMINATION
Main front sign	A	4.055m	2000 mm	5500 mm w x 2000 mm h	Aluminium tray signage powder coated white, mounted onto backing frame fixed to building.	Non illuminated sign
Unit Numbering	B	1.950m	375 mm	1000 mm w x 375 mm h	Aluminium letters (powder coated blue) fixed to building	Non illuminated sign

The submission material comprises:

DESCRIPTION	DOCUMENT TYPE	REFERENCE	COMMENT
Location Plan	Location Plan	11049-ADV-X-L01	Location Plan
Site Plan	Site Signage Plan	11049-ADV-X-L03	Signage siting
Existing block A	Elevation Drawing	11049-ADV-A-E01	Building without signage, not for approval
Existing block B	Elevation Drawing	11049-ADV-B-E01	Building without signage, not for approval
Proposed block A	Elevation Drawing	11049-ADV-A-E02	Building with signage, submitted for approval
Proposed block B	Elevation Drawing	11049-ADV-B-E02	Building with signage, submitted for approval
	Typical Signage Details	11049-ADV-X-D01	Typical signage details, shown for Block B

SUMMARY

I look forward to your confirmation of validation and in terms of progress towards determination.

Yours sincerely

Mark Aylward

ATP

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