

APPLICATION NO: 25/00316/ADV **CASE OFFICER:** Louise Robinson

WARD: St Gabriels **PARISH:** N/A

LOCATION: Interchange Motorway Estate, Wilson Road, Huyton, Knowsley, L36 6JG

PROPOSAL: DISPLAY OF ADVERTISEMENT SIGNAGE COMPRISING OF 2NO. ESTATE LETTING BOARDS.

Site Description

The application site relates to a grass verge adjacent to industrial buildings on Wilson Road (approved under planning reference 22/00662/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

Permission is sought for advertisement consent for the retention of 2no. non-illuminated letting boards set out as a "V Board" to market vacant space within Huyton Trade Park on the adjacent site. The letting boards are to be identical.

The advertisements are believed to have been installed in April 2025; therefore the planning application is retrospective.

The details of the advertisements are outlined below:

Sign	Dimensions	Height from Ground	Letter Heights	Materials	Colour	Illumination
A	2.44m (W) x 1.83m (H)	0.5m	43.5cm	Printed aluminium composite panel on ground fixed metal post	Dark blue background - various colours of text	Non-illuminated
B	2.44m (W) x 1.83m (H)	0.5m	43.5cm	Printed aluminium composite panel on ground fixed metal post	Dark blue background - various colours of text	Non-illuminated

Consultations

Highways – No Objections.

Highways have no objections for the retrospective application for display of advertisement signage comprising of 2no. estate letting boards.

The proposed signage, by virtue of its size, location and design, would not obstruct visibility at junctions, or accesses and is not considered likely to distract drivers or compromise highway safety.

Representations

This application has been publicised by 2no. site notices displayed near to the site (as of 20 June 2025). No comments or objections were received during the consultation period.

Planning History

24/00565/ADV	Display of non-illuminated signage comprising of 17no. unit name signs and 15no. unit number signs to Block A and 11no. unit name signs and 9no. unit number signs to Block B. Granted (11.12.2024)
22/00662/FUL	Demolition of buildings and the erection of 2no. industrial buildings to include 24 no. units comprising of 2no. units (Use Class E(g) (iii), 4 no. units (Use Class B8) and 18no. units (Use Class B2) together with other associated works. Granted (27.04.2023)
12/00763/FUL	Erection of 3no. industrial units (Use Class B1(b), B1(c), B2 or B8), external alterations to the existing industrial unit (Unit 1B) and car parking along with new covered cycle parking and associated works. Granted (24.05.2013)
11/00306/ADV	Display of 1no. triangular, free-standing externally illuminated signage tower. Granted (08.09.2011)

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 advertisement consent 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 proposed signage consists of 2no. identical non-illuminated letting boards set out as a "V Board" to market vacant space within Huyton Trade Park on the adjacent site.

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, as the signs are slightly obscured by the trees along Wilson Road.

Therefore, the signage has not resulted in a significant change to the appearance of the street scene and do 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 signs are non-illuminated and have been set back on the grass verge of Wilson Road, away from the highway. Additionally, they are partially obscured by the existing trees along Wilson Road.

Highways have no objections, as the proposed signage by virtue of its size, location and design would not obstruct visibility at junctions or accesses and is not considered likely to distract drivers or compromise highway safety.

As such, it is considered that the 2no. signs do not adversely impact highway safety and do 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 Placement 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
16/05/2025	-	-	Cover Letter
16/05/2025	11049-ADV-X-L05-A	-	Site Plan
16/05/2025	11049-ADV-X-L04-A	-	Location Plan
16/05/2025	11049-ADV-X-D02-A	-	Proposed Marketing Signage Details

Signed Case Officer¹: **Louise Robinson**

Signed Authorising Officer²: **Mark Quinn**

Date: **17.07.25**

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

Informatives

- 1) 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.

Site Photographs

