

Regeneration and Economic Development Department

APPLICATION NO: 21/00665/ADV

APPLICANT: Tj Morris Ltd

WARD AFFECTED: Whitefield

DEVELOPMENT: DISPLAY OF 2 NO. INTERNALLY ILLUMINATED FASCIA SIGNS TO FRONT ELEVATION

LOCATION OF SITE: Home Bargains Unit 6 To 7, Telegraph Way, Kirkby Town Centre, Knowsley, L32 8US,

KNOWSLEY LOCAL PLAN ALLOCATION –

Action Areas

Town and District Centres - Kirkby Town Centre

Water Restricted Surface Area - North Area - Kirkby

RELEVANT POLICIES

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

TECHNICAL CONSULTATIONS:

None Required

NEIGHBOUR NOTIFICATION:

This application was publicised by letters sent to 36 neighbours. No representations have been received.

ARTICLE 35

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.

ISSUES AND ASSESSMENT:

PROPOSAL

The application seeks consent to display two internally illuminated signs on the front of the Home Bargains retail unit adjacent to Morrison's supermarket within Kirkby town centre. One sign is proposed above the main entrance/exit doors with a width of 5m (the width of the entrance/exit) and a height of 2.3m, with a total height from ground level to the top of the sign of 5.4m. The other sign is proposed towards the eastern end the unit, with dimensions of 4.6m x 3.3m and 7.1m from the top of the sign to ground level. The signs would be internally illuminated with static lighting at a low average level of 53cd/m².

Document Reference	Document Issue Number	Document Issue Date
PS/DC/OP04/05	003	23/9/02

POLICY CONSIDERATIONS

The application complies with the above noted planning policies.

SAFETY

The signs are on a retail unit facing the main town centre car park and have a low level of illuminance. As such, the signs have little impact on public or highway safety.

AMENITY

The signs are typical of retail unit signage and have low illuminance levels. The signs are within the town centre facing the main town centre car park with the nearest dwellings being on the opposite side of Hall Lane, with the car park between and a KFC unit adjacent the car park boundary with Hall Lane. As such, the signs have little impact on the amenity of the area or the nearest dwellings.

CONCLUSION

The signage is typical of that found on retail units and is proportionate in size to the scale of the unit. The signage faces the town centre car park and has low levels of illuminance. The signage has little impact on safety or amenity. The application complies with 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.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
29/11/2021	111	C	Proposed Elevations
29/11/2021	100	-	Location Plan
17/08/2021	SIGNAGE DETAILS	-	Signage Details

Lee Osborne

4 July 2022

Mark Cawood
5.7.22

Document Reference	Document Issue Number	Document Issue Date
PS/DC/OP04/05	003	23/9/02

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