

Regeneration and Economic Development Department

APPLICATION NO: 21/00957/ADV

APPLICANT: Magill

WARD AFFECTED: Northwood

DEVELOPMENT: DISPLAY OF SIGNAGE COMPRISING: 3NO INTERNALLY ILLUMINATED FASCIA ALUMINIUM FRAME/BOX WITH PRINTED PVC SKIN TO FRONT ELEVATION, 1NO NON ILLUMINATED FASCIA ALUMINIUM FRAME/BOX WITH PRINTED PVC SKIN TO FRONT ELEVATION, 1NO ELEVATION NON ILLUMINATED FASCIA ALUMINIUM FRAME/BOX WITH PRINTED PVC SKIN TO SIDE ELEVATION AND 1NO NON ILLUMINATED FASCIA ALUMINIUM FRAME/BOX WITH PRINTED PVC SKIN TO REAR ELEVATION

LOCATION OF SITE: Unilin Distribution, 3 Unit 3, Academy One, Lees Road,, Knowsley, Knowsley Industrial Est, L33 7AG, ,

KNOWSLEY LOCAL PLAN ALLOCATION –

Land for Employment development - Land For Employment Development

Primary Industrial Area - Primarily Industrial Area

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 has been 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 identifying matters of concern within the application (as originally submitted) and negotiating with the applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

ISSUES AND ASSESSMENT:

PROPOSAL

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

The application seeks advertisement consent for the display of three illuminated signs and one non-illuminated sign on the front elevation of a commercial unit within Academy Business park and fronting Arbour Lane. Two of the signs would be high level and just below the roof on the northern half of the unit. These signs would have dimensions of 17.5m x 4.8m and 8.5m x 4.8m and both would be internally illuminated with maximum luminance of 300cd/m2.

The other signs would be at the southern end of the site where the offices would be. One sign would be between the ground floor and first floor windows with dimensions of 8.6m x 1.7m and would be non-illuminated. The other sign would be above the first floor windows with dimensions of 7.9m x 1.5m and would be internally illuminated to 300cd/m2.

Additionally, a sign is proposed to the side (south) elevation of the building of 10.7m x 4m which would be fascia level and above the height of the offices on the front elevation. The sign would be non-illuminated. A further fascia sign is proposed on the rear elevation of 17.05m x 4.8 situated just beneath the roof, which would be non-illuminated.

POLICY CONSIDERATIONS

The proposal complies with the above noted planning policies.

AMENITY

The design of the signs is satisfactory and of a scale and type typically found on such buildings. Whilst the signs are large they would be proportionate to the building, whilst the amended illuminance level is acceptable. The building faces Liverpool Football Club Academy and is within Knowsley Industrial Park with the sign on the side elevation giving notice to visitors of where the company is located and the signs would not be detrimental to the amenity of the locality.

HIGHWAYS

The proposed signage is of a type found on such buildings in such areas and the illumination is acceptable. As such it is considered that the signs would not be detrimental to highway safety.

CONCLUSION

The proposed signs would be proportionate on the building and would not be detrimental to amenity or highway safety. The signs comply with planning policies and national legislation and are therefore recommended for approval.

RECOMMENDATION:

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

- 1) Each of the three proposed illuminated signs shall not exceed 300cd/m2 illuminance level as agreed by email from the agent received 4 March 2022.

Reason: In the interests of highway safety and amenity and to ensure compliance with Policies CS2 and CS19 of the Knowsley Local Plan Core Strategy adopted January 20016 and saved Policy S10 of the Knowsley Replacement Unitary Development Plan adopted June 2006.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
20/12/2021	-	-	Location plan

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

07/01/2022	UNI-0001	-	Elevation and photo mock up.
04/03/2022	Email; illumination	-	Email stating that illumination will be 300cd/m2

Lee Osborne

7 March 2022

Alan Kilroe
7 March 2022

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

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