

APPLICATION NO: 23/02674/ADV **CASE OFFICER:** Mark Quinn
WARD: Northwood **PARISH:**
LOCATION: Land At Britonwood Trading Estate , South Of Faraday Road, Knowsley
PROPOSAL: DISPLAY OF SIGNAGE COMPRISING; INSTALLATION OF 44 NO.
ALUMINIUM COMPOSITE WITH VINYL GRAPHICS NON
ILLUMINATED SIGNS

Site Description

This application relates to 2.35ha of land located off Faraday Road on Knowsley Business Park, Kirkby. The land is currently unused and predominantly rough grassland, however there is an area of woodland to the east of the site.

The site is bounded by existing commercial development to the north, woodland to the east, unused land to the west and existing commercial development to the south.

Proposal

This proposal is for consent to display advertisements for the installation of 44 non illuminated signs aluminium composite with vinyl graphics . Five signs would be surface mounted on the welfare block building with dimensions of 1200mm x 600mm and 610mm x 900mm.

The remainder of the signs would be pole mounted at various locations throughout the site. The height of the signs to the base of the advertisement would generally be 2.1m but 2 signs would be 2.7m. The height of the signs themselves would vary between 0.9m to 1.8m.

The maximum height of any the advertisement would therefore be 3.6m.

The advertisements would be constructed from aluminium composite with vinyl graphics. The signs would have a white background, and black and blue text.

Consultations

None Required

Representations

This application has been publicised by letters sent to 91 neighbours. No representations have been received.

Planning History

23/00064/FUL - CHANGE OF USE OF LAND TO FORM VEHICLE STORAGE FACILITY (USE CLASS B8) INCLUDING THE ERECTION OF ANCILLARY BUILDINGS, CONSTRUCTION OF

HARDSTANDING, ERECTION OF 2.4 METRE HIGH SECURITY FENCING AND OTHER ASSOCIATED WORKS. Approved 04.07.23

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that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear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

CS19 - Design Quality and Accessibility in New Development

SAVED POLICIES - KNOWSLEY REPLACEMENT UNITARY DEVELOPMENT PLAN (ADOPTED JUNE 2006)

S10 - Advertisements
National Planning Policy Framework

Article 35 Statement

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.

Assessment

Amenity Considerations

The site is not located in a very prominent position being located at the end of a cul de sac on Faraday Road. The majority of signs would not be readily visible from outside of the site boundary. The exception being for two pole mounted signs close to the entrance/site boundary.

The scale and appearance (including the colours) of the proposed signage is considered acceptable and would not be of any detriment to the street scene or the amenity of the surrounding area, the overall number of signs would be in proportion to the overall size of the site.

In terms of amenity the proposal would be in compliance with saved UDP policy S10.

Public Safety

The signs would not be illuminated and their scale and appearance would not cause any detriment to highway safety or any other forms of public safety.

The proposal would be in compliance with saved UDP policy S10 in terms of public safety.

Conclusion

The scale, type, materials and number of the advertisements are considered to be acceptable and would be in compliance with Saved UDP policy S10 and guidance in NPPF

Recommendation

That consent to display advertisements be granted subject to the following condition.

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
19/09/2023	DWN2 VSF - ASA - 00 - EX - SI - D - A - SAP1 _ (S2 - P1)	REV P1	LOCATION PLAN
19/09/2023	DWN2 VSF - ASA - 00 - EX.SI - D - A - SAP02 _ (S2 - P2)	REV P2	PROPOSED SIGNAGE PLAN & ELEVATIONS
19/09/2023	-	-	DWD AMAZON SIGNAGE PRO FORMA - DWN1 PLYMOUTH

Signed Case Officer¹: Mark Quinn

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

**Signed Authorising
Officer²:**

K Foster

Date:

13 November 2023

Informatives

None required.

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

