

REGENERATION AND ECONOMIC DEVELOPMENT DEPARTMENT

APPLICATION NO: 21/00893/ADV

APPLICANT: Tesco

WARD AFFECTED: Stockbridge

DEVELOPMENT: DISPLAY OF SIGNAGE COMPRISING; 2NO NON ILLUMINATED BOX FASCIA SIGNS, 1NO INTERNALLY ILLUMINATED BOX FASCIA SIGN, 1NO NON ILLUMINATED FASCIA SIGN, 1NO INTERNALLY ILLUMINATED PROJECTING SIGN, 1NO NON ILLUMINATED DIBOND PANEL SIGN, 4 NON ILLUMINATED VINYL GRAPHICS SIGNS

LOCATION OF SITE: Tesco Huyton Hillside Express, 8 - 16 Hillside Road, Huyton, Knowsley, L36 8BJ

KNOWSLEY LOCAL PLAN ALLOCATION –

Primary Residential Area

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

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.

PLANNING HISTORY

Numerous applications have been approved at the site, including a split decision approval for several advertisement signs (16/00713/ADV – approved 27/02/17).

TECHNICAL CONSULTATIONS:

Highways - No objection subject to a luminance condition.

NEIGHBOUR NOTIFICATION:

This application has been publicised by a site notice and by letters sent to 7 neighbours. No objections have been received.

Document Reference	Document Issue Number	Document Issue Date
PS/DC/OP04/05	003	23/9/02
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ISSUES AND ASSESSMENT:

PROPOSAL

The application is for the installation of various signs at the premises.

POLICY CONSIDERATIONS

The application complies with Policies CS2 and CS19 of the Core Strategy and saved Policy S10 of the UDP.

AMENITY

The design of the signs is acceptable in their location and typical of a convenience store within a residential area. The signs are also proportionate in scale with minimal visual impact. Overall, there would be no harm to amenity from the proposal.

PUBLIC SAFETY

The signs would not adversely affect highway safety provided a luminance condition were imposed to restrict illumination. This is supported by the views of the council's highways department who have no objection to the development subject to a luminance condition. The proposal would therefore not harm public safety.

CONCLUSION

The proposal is acceptable in relation to amenity and public safety. The application complies with local planning policies and is recommended for approval.

RECOMMENDATION:

That Planning Permission be granted subject to the following condition(s):-

- 1) The proposal hereby permitted shall be carried out in accordance with the approved plans and documents listed in Schedule 1.

Reason: For the avoidance of doubt.

- 2) Luminance Level

The maximum luminance of the advertisement shall not exceed 300cd/m² between dusk and dawn, as defined by official lighting up times, and 600cd/m² outside of these times, in accordance with the Institute of Lighting Professionals (ILP) Technical Note 5 'The Brightness of Illuminated Advertisement'.

Reason: In the interests of highway safety and amenity and to ensure compliance with saved Policy DQ2 of the Knowsley Unitary Development Plan adopted June 1998

Informative

N/A

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PS/DC/OP04/05	003	23/9/02

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SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
23/11/2021	02_2084_02B	-	Proposed Site Plan
23/11/2021	03_2084_03B		Proposed Elevations
23/11/2021	-	-	Location Plan

Informatives

N/A

Andrew Hunt

18 January 2022

Alan Kilroe

18 January 2022

Document Reference
PS/DC/OP04/05

Document Issue Number
003

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23/9/02

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