

<u>APPLICATION NO:</u>	24/00565/ADV	<u>CASE OFFICER:</u>	Miss Kim Vo
<u>WARD:</u>	St Gabriels	<u>PARISH:</u>	
<u>LOCATION:</u>	Interchange Motorway Estate, Block A & B , Wilson Road, Huyton		
<u>PROPOSAL:</u>	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.		

Site Description

The application relates to 2no. industrial units at Block A and B at Wilson Road which are currently under construction following planning approval ref: 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

The proposal seeks advertisement consent for a total of 52no. non-illuminated signs.

Block A would comprise 17no. main front signs (Sign Type A) and 15no. unit number signs (Sign Type B).

Block B would comprise 11no. main front signs (Sign Type A) and 9no. unit number signs (Sign Type B).

Sign Type	From Ground	Letter Heights (Max)	Sign Dimensions	Materials
A	4.055m	2000mm	5500 mm w x 2000 mm h	Aluminium tray signage powder coated white, mounted onto backing frame fixed to building
B	1.950m	375mm	1000 mm w x 375 mm h	Aluminium letters (powder coated blue) fixed to building

Consultations

Highway Authority (25.11.2024): No objections.

Environmental Health (08.11.2024): No objections.

Representations

This application has been publicised by letters sent to 79no. neighbours. It has also been advertised by a Site Notice. No representations have been received.

Planning History

22/00662/FUL - Demolition of buildings and the erection of 2no. industrial buildings to include 24no. units comprising of 2no. units (Use Class E (g) (iii), 4no. units (Use Class B8) and 18no. units (Use Class B2) together with other associated works. Granted, 27.04.2023.

12/00763/FUL - Erection of 3 no. 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.

08/00417/FUL - Erection of 4no. industrial units (Use Class B2), extension and alteration to existing unit to form 3no. units, together with recladding of front elevations of existing units 1-9 and construction of car parking. Granted, 27.11.2008.

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 (UDP), the Core Strategy Local Plan and the Joint Waste Local Plan. The following policies are relevant to the determination of this application.

Saved Policies - Knowsley Replacement Unitary Development Plan (June 2006)

Policy S10: Advertisements

National Policies

The National Planning Policy Framework (NPPF)

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 planning permission 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 any 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. 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 Replacement UDP states 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; and
- h) Where they occur in the Green Belt they would respect the visual amenity of the countryside.

The application site is surrounded by existing commercial and industrial units which feature various advertisements of differing sizes, design and colours. The proposal would, therefore, be seen in context with the commercial and industrial nature of this area. There is also no signage proposed to the south-west elevation facing towards existing residential dwellings along Kipling Avenue. The proposal will also be non-illuminated and will be of a simple appearance, which will help differentiate between each of the 24no. units within Block A and B. The proposed signs would also be constructed of suitable colours and materials and is of an appropriate size in relation to the application buildings. Moreover, a total of 4no. signages are proposed to the northeast elevation, facing towards Wilson Road. Given this limited amount, the proposal is not deemed to result in visual clutter along the street scene. Environmental Health have also raised no objections. As such, it is considered that the proposal would not have a significant, detrimental impact on visual amenity or the locality, in accordance with Saved Policy S10 of the Knowsley Replacement UDP and the NPPF.

Public Safety

Saved Policy S10 of the Knowsley Replacement UDP states that proposals to display advertisements will be permitted provided that they would not harm public safety in the following respects:

- i) The proposals would not adversely affect highway safety or other forms of public safety.

The proposed signages would be seen in context with the application site's intended commercial/industrial use, as well as with the wider commercial/industrial area. The proposal will also be non-illuminated and only 4no. signages are proposed to the northeast elevation, facing towards the highway of Wilson Road. These signages will also be set back and partially obscured by existing trees within the street scene. The Highway Authority has raised no objections. As such, it is considered that the proposed signages would not adversely affect highway safety and would not result in a severe impact on public safety, 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 national and local policies. Therefore, the application 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
23/10/2024	11049 ADV X L01	Rev. A	Location Plan
23/10/2024	11049 ADV X L03	Rev. A	Proposed Signage Plan
23/10/2024	11049 ADV A E02	Rev. A	Block A – Proposed Building Elevations Signage Zones
23/10/2024	11049 ADV B E02	Rev. A	Block B – Proposed Building Elevations Signage Zones

Signed Case Officer¹: **Kim Vo**

Signed Authorising Officer²: **K Foster**

Date: **11 December 2024**

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

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