

Regeneration and Economic Development Department

APPLICATION NO: 21/00595/ADV
(PROPERTIES) LIMITED

APPLICANT: ORBIT INVESTMENTS

WARD AFFECTED: Northwood

DEVELOPMENT: INSTALLATION OF 1. NO INTERNALLY ILLUMINATED TOTEM SIGN

LOCATION OF SITE: Academy Business Park, Lees Road, Knowsley Industrial Park, Kirkby,
Knowsley, L33 7SA,

KNOWSLEY LOCAL PLAN ALLOCATION –

Primary Industrial Area

RELEVANT POLICIES

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS2 - Development Principles

CS4 - Economy and Employment

CS19 - Design Quality and Accessibility in New Development

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

DQ3 - Gateway Sites and Corridors

S10 - Advertisements

ENV3 - Light Pollution

TECHNICAL CONSULTATIONS:

None Required

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 2 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:

RELEVANT PLANNING HISTORY

18/00269/FUL - ERECTION OF PETROL FILLING STATION AND COFFEE SHOP, WITH DRIVE-THRU FACILITY AND ASSOCIATED WORKS. Approved - 30.07.2018.

19/00479/FUL - APPLICATION FOR VARIATION OF CONDITION NO. 2, 3, 13 & 15 ATTACHED TO PLANNING PERMISSION 18/00269/FUL FOR ERECTION OF PETROL FILLING STATION AND COFFEE SHOP, WITH DRIVE-THRU FACILITY AND ASSOCIATED WORKS - TO ALLOW FOR RE-SITING OF UNITS; ALTERATIONS TO SITE LAYOUT AND LANDSCAPING; REDUCTION IN NO. OF

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

PETROL PUMPS AND REMOVAL OF AIR/WATER STATIONS AND ALTERATIONS TO ELEVATIONS OF COFFEE SHOP. Approved - 18.10.2019.

20/00208/FUL - VARIATION/REMOVAL OF CONDITIONS NO. 2, 3, 13 AND 15 ATTACHED TO PLANNING PERMISSION 18/00269/FUL (ERECTION OF PETROL FILLING STATION AND COFFEE SHOP, WITH DRIVE-THRU FACILITY AND ASSOCIATED WORKS) TO ALLOW FOR AMENDMENT TO APPROVED PLANS IN RELATION TO RESITING OF COFFEE SHOP; LAYOUT; ALTERATIONS TO PARKING AND INSTALLATION OF LAYBY; RELOCATION OF BIN STORE/SERVICING AREA; LANDSCAPING AND BEE ORCHIDS; TOGETHER WITH VARIATION/REMOVAL OF CONDITIONS NO. 4, 5, 6, 7, 8, 11, 14 IN RELATION TO DRAINAGE, CONTAMINATED LAND, NOISE, CONSTRUCTION MANAGEMENT PLAN AND HARD LANDSCAPING FOLLOWING ADDITIONAL / NEW INFORMATION SUBMITTED. Approved - 22.07.2020.

20/00208/NMA - NON-MATERIAL AMENDMENT TO PLANNING PERMISSION 20/00208/FUL (VARIATION/REMOVAL OF CONDITIONS NO. 2, 3, 13 AND 15 ATTACHED TO PLANNING PERMISSION 18/00269/FUL (ERECTION OF PETROL FILLING STATION AND COFFEE SHOP, WITH DRIVE-THRU FACILITY AND ASSOCIATED WORKS) TO ALLOW FOR AMENDMENT TO APPROVED PLANS IN RELATION TO RESITING OF COFFEE SHOP; LAYOUT; ALTERATIONS TO PARKING AND INSTALLATION OF LAYBY; RELOCATION OF BIN STORE/SERVICING AREA; LANDSCAPING AND BEE ORCHIDS; TOGETHER WITH VARIATION/REMOVAL OF CONDITIONS NO. 4, 5, 6, 7, 8, 11, 14 IN RELATION TO DRAINAGE, CONTAMINATED LAND, NOISE, CONSTRUCTION MANAGEMENT PLAN AND HARD LANDSCAPING FOLLOWING ADDITIONAL / NEW INFORMATION SUBMITTED) TO ALLOW FOR REVISION TO PROPOSED SOFT LANDSCAPING PLAN AND TO RELOCATE THE TRANSLOCATED BEE ORCHIDS. Approved - 27.10.2020.

20/00514/ADV - 2 NO. FREE STANDING INTERNALLY ILLUMINATED TOTEM SIGNS. Approved - 30.10.2020.

PROPOSAL

The proposed totem sign would be located adjacent to the site boundary at the Arbour Lane / County Road roundabout. The proposed totem sign would be utilised by the prospective tenant for the approved petrol filling station at Academy Business Park and would be internally illuminated with a height of 9m high and width of 2.2m. The sign illuminance levels would be 180cd/m², with the pricing elements being red LED with daytime levels of 350cd/m². There are two panels either side which may be utilised by other advertisers. The sign would replace the previously approved totem sign in the same location, approved as one of two totem signs forming the advertisement consent application 20/00514/ADV. The previously approved totem sign was an estate business sign notifying of businesses within Academy Business Park and would have been both taller at 9.7m high and wider at 2.6m.

POLICY CONSIDERATIONS

The application complies with the planning policies noted above.

AMENITY

The design, scale and siting of the proposed signage would be appropriate in the context of the business park and the business it relates to. The totem sign would be more than 80m from the nearest residential dwellings to the west/southwest of the application site, on the other side of County Road and the roundabout. Therefore, it is considered that the proposed signage would present no harm to visual and residential amenity.

PUBLIC SAFETY

The sign would be 50cd/m² brighter than the previously approved signage (20/00514/ADV), although this would be limited to the red pricing figures for the petrol/diesel sold at the petrol filling station. Other

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elements of the totem appear to be lower than the previously approved signage. As such it is considered that the totem sign would not be detrimental to public safety.

CONCLUSION

The proposal is acceptable regarding design, amenity, and public safety. The application proposal is compliant with the relevant local planning policies CS2, CS4 and CS19 of the Local Plan Core Strategy and Saved Policies S10 and DQ3 of the Knowsley UDP and is therefore 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.

- 2) The maximum luminance of the totem sign advertisement shall not exceed the maximum luminance levels stated on the approved Site Location and Totem Elevation as Proposed drawing referenced Drawing Number 1371-PL-2002A received 5 October 2021.

Reason: In the interests of public safety and amenity and to ensure compliance with Policies CS2 and CS19 of the Knowsley Local Plan Core Strategy adopted January 2016 and saved Policies DQ3 and ENV3 of the Knowsley Unitary Development Plan adopted June 1998.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
20/07/2021	1371-PL-2001	-	Location Plan
05/10/2021	1371-PL-2002	A	Planning Layout and Totem Elevations as Proposed
20/07/2021	PH/Planning	-	Cover letter from the agent, The Emerson Group dated 14 July 2021.

Lee Osborne
15 October 2021

Alan Kilroe
15 October 2021

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

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