

REGENERATION AND ECONOMIC DEVELOPMENT DEPARTMENT

APPLICATION NO: 21/00347/ADV

APPLICANT: Miller Homes NW Ltd

WARD AFFECTED: Halewood South

DEVELOPMENT: INSTALLATION OF 6 NO. FLAG SIGNS ON 5.5M HIGH POLES TOGETHER WITH 1 NO. V-STACK SIGN

LOCATION OF SITE: Former RSPCA Site (Land Adjacent To Higher Road), Higher Road, Halewood, Knowsley, L26 9TX

KNOWSLEY LOCAL PLAN ALLOCATION –

Sustainable Urban Extension – East of Halewood

RELEVANT POLICIES

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS2 - Development Principles

CS4 - Economy and Employment

Policy SUE2b - Sustainable Urban Extension – East of Halewood

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

A previous planning application was approved at the site for 162 Dwellings (19/00104/FUL – approved 7/4/2021). The signs relate to advertising the housing development previously approved.

TECHNICAL CONSULTATIONS:

Highways - No objection.

NEIGHBOUR NOTIFICATION:

This application has been publicised by a site notice and by letters sent to 15 neighbours. No objections have been received.

ISSUES AND ASSESSMENT:

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

The application is for the installation of 6 no flag signs on 5.5m high poles together with 1 No V Stack sign.

POLICY CONSIDERATIONS

The application complies with Policies CS2, CS4, SUE2b and CS19 of the Core Strategy and saved Policy S10 of the UDP.

AMENITY

The design of the signs is acceptable and consistent with the existing character of the site. The signs would not be too large or out of proportion to the site or the size of the proposed dwellings. They would also be typical of the advertisements used to advertise new dwellings and would be temporary in nature. As a result, there would be no harm to amenity from the proposal.

PUBLIC SAFETY

The proposal would not harm public safety. This is supported by the views of the council's highways department who have no objection to the development.

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.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
11/06/2021	BLHW / TSA 01	B	Proposed Layout Plan
09/06/2021	10609MHNW	01	Medium Monolith
09/06/2021	10609MHNW	01	Small Site Signs
09/06/2021	10609MHNW	01	Stack Sign
21/04/2021	-	-	Pole Banner Arm Assembly Instructions
21/04/2021	BLHW.LP.02	-	Location plan

Informatives

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

Andrew Hunt

13 August 2021

Alan Kilroe

13 August 2021

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

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