

Regeneration and Economic Development Department

APPLICATION NO: 21/00303/ADV
West

APPLICANT: Miller Homes Limited - North

WARD AFFECTED: Prescott North

DEVELOPMENT: RETENTION OF 4 NO. AND ERECTION OF 3NO FLAG POLE SIGNS ON 5.5M HIGH POLES, RETENTION OF 1 NO. V-STACK SIGN 5.05M HIGH AND ERECTION OF 4NO SIGNS ON POLES 1.5M HIGH.

LOCATION OF SITE: Parcel C At Prescott Cables Site, Prescott Park Way, Knowsley, Prescott, L34 1AH, ,

KNOWSLEY LOCAL PLAN ALLOCATION –

South Prescott Action Area - Action Areas

RELEVANT POLICIES

S10 - Advertisements

CS19 - Design Quality and Accessibility in New Development.

KNOWSLEY LOCAL PLAN: CORE STRATEGY

National Planning Policy Framework

TECHNICAL CONSULTATIONS:

Prescot Town Council - No Comments Received

Highway Authority - No objections to amended drawings

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 14 neighbours. It has also been advertised by Site Notice 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.

RELEVANT PLANNING HISTORY

15/00022/OUT – Outline application for up to 750 dwellings and 929sqm of industrial/commercial floorspace (use classes B1, B2 and B8) all matters reserved for future approval. Approved December 2016.

20/00767/REM – APPLICATION FOR APPROVAL OF RESERVED MATTERS PURSUANT TO OUTLINE PLANNING PERMISSION 15/00022/OUT (OUTLINE APPLICATION FOR MIXED USE DEVELOPMENT COMPRISING UP TO 750 NO. DWELLINGS & UPTO 929 SQ M OF COMMERCIAL/INDUSTRIAL BUILDINGS (USE CLASSES B1/B2/B8) APPROVAL SOUGHT FOR APPEARANCE, ACCESS, LAYOUT, SCALE, AND LANDSCAPING FOR THE ERECTION OF 53 NO. DWELLINGS (USE CLASS C3). Approved- August 2021.

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

ISSUES AND ASSESSMENT:

PROPOSAL

This application for consent to display advertisements relates to a residential development under construction at Prescott Park, Prescott. Some of the advertisements have already been erected.

The proposal seeks consent for 7 flagpole signs on 5.5m high poles, a V stack sign 5m high and 4 signs on poles 1.5m high.

POLICY CONSIDERATIONS

The proposal would be in compliance with the relevant Local Plan policies listed above.

AMENITY CONSIDERATIONS

The proposed advertisements are considered to be appropriate for a residential development site. Flag signs are a common occurrence on such sites and can be found on many residential sites throughout the Borough advertising the housebuilder's details.

The number of flag poles is considered appropriate, two within the temporary sales area and five within the show home sales area.

The 5m high V shaped stack sign is located close to the eastern site boundary 12m from the front elevation of the closest dwelling at 16 Briars Road.

The four signs on 1.5m high poles would be positioned adjacent to the temporary sales cabin and car park and adjacent to the sales office and show home. These signs would not have any adverse impact on residential or visual amenity.

The adverts would be acceptable in terms of design, appearance and impacts on residential amenity in accordance with Local Plan policy CS19 and Saved UDP policy S10.

PUBLIC SAFETY CONSIDERATIONS

The applicant has confirmed that no signs will overhang the public highway. The signage would not have any adverse impacts on highway safety in accordance with Local Plan policy CS19 and Saved UDP policy S10.

CONCLUSION AND REASON FOR DECISION

The proposed adverts would be acceptable in terms of design, scale and siting and would not have any adverse impacts on amenity or public safety and would accord with Local Plan policy CS19 and Saved UDP policy S10.

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.

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

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
06/04/2021	PHOTO 1	-	FLAGPOLES AND SIGNS
06/04/2021	PHOTO 2	-	FLAGPOLES AND SIGNS
06/04/2021	-	-	SIGNAGE DETAILS
06/04/2021	-	-	6m aluminium pole details
11/06/2021	10609MHNW	01	SIGNAGE DETAILS - SMALL SIGNS
11/06/2021	10608MHNW	01	STACK SIGNAGE.
17/12/2021	PPPC-SALES-02	B	TEMP SALES AREA
17/12/2021	PPPC-SALES-01	F	SALES COMPLEX
11/06/2021	PPPC-OSP-01	-	LAYOUT PLAN FULL SITE

Informatives

None

Mark Quinn

2 March 2022

Alan Kilroe
7 March 2022

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