

REGENERATION AND ECONOMIC DEVELOPMENT DEPARTMENT

APPLICATION NO: 21/00673/ADV

APPLICANT: Redrow Homes

WARD AFFECTED: Halewood South

DEVELOPMENT: ERECTION OF 1 NO. FREESTANDING TOTEM SIGN

LOCATION OF SITE: Opposite Yew Tree Farm, Lower Road. Halewood, Knowsley

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

None relevant

TECHNICAL CONSULTATIONS:

Highways - No objection. The location and positioning of the proposed totem sign is deemed reasonable. The sign is setback in excess of the minimum 450mm requirement from carriageway, it is non-illuminated, does not obstruct visibility and is outside of the adopted highway.

NEIGHBOUR NOTIFICATION:

This application has been publicised by a site notice and by letters sent to 5 neighbours. No objections have been received.

ISSUES AND ASSESSMENT:

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

The application is for the erection of 1 no freestanding totem 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 sign is acceptable and would not be unduly prominent in the street scene. The sign would also be typical of the advertisements used to advertise for similar potential development. 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
26/08/2021	RH1B	-	Signage Specification
26/08/2021	4152-LP-001	-	Location Plan
26/08/2021	4152-SP-001	-	Site Plan

Informatives

N/A

Andrew Hunt

20 September 2021

Alan Kilroe

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

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23 September 2021

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

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