

Regeneration and Economic Development Department

APPLICATION NO: 22/00081/ADV

APPLICANT: Gleeson Homes

WARD AFFECTED: Stockbridge

DEVELOPMENT: RETROSPECTIVE APPLICATION FOR THE DISPLAY OF SIGNAGE
COMPRISING; 1NO NON ILLUMINATED TOTEM SIGN AND 2NO NON
ILLUMINATED FLAG POLE SIGNS

LOCATION OF SITE: Land At Hillside Avenue And Stockbridge Lane Knowsley.

KNOWSLEY LOCAL PLAN ALLOCATION –

Action Areas - Action Areas

Coal Consultation Zone - Coal - Low Risk - Standing Advice Area

Primary Residential Development - Primary Residential Development

RELEVANT POLICIES

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS2 - Development Principles

CS19 - Design Quality and Accessibility in New Development

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

S10 - Advertisements

TECHNICAL CONSULTATIONS:

Knowsley Parish Council - No Comments Received

Highways – No objections

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 20 neighbours. No representations have been received.

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

20/00115/FUL – Erection of 178 dwellings – Granted 15/12/21

ISSUES AND ASSESSMENT:

PROPOSAL

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

The application site relates to a triangular shaped grassed area at the junction of Stockbridge Lane and Hillside Avenue, Huyton.

The site forms part of the planning application site boundary for planning permission 20/00115/FUL for 178 dwellings.

This is a retrospective application for the display of 1 Non illuminated totem sign and 2 non illuminated flag pole signs. The totem sign is 4.1m high and 2m wide. The flag pole signs are 4.9m high and 1m wide.

The totem sign has white aluminium posts with aluminium facing boards which have self adhesive graphics applied to each board.

The flags comprise a fabric flag on a white aluminium flag pole.

POLICY CONSIDERATIONS

Advertisements of this type are commonly found on residential development sites. The proposal would be in compliance with the Local Plan policies listed above.

AMENITY CONSIDERATIONS

The advertisements are sited on a prominent area of the site however this would be required to ensure that passing motorists are able to easily locate the site. The scale of the advertisements are considered to be appropriate and would not have any adverse impact on the street scene or the amenity of neighbouring residents.

PUBLIC SAFETY CONSIDERATIONS

The application site is outside of the adopted highway and the poles and signage are believed to have been in place for several weeks already. Their positioning is not believed to obscure visibility.

The advertisement would not have any adverse impact on highway safety.

CONCLUSION & REASON FOR DECISION

The advertisements are acceptable in terms of amenity and public safety and would be in compliance with the Local Plan policies listed above.

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.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title

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

05/02/2022	-	-	HUYTON SIGNAGE GRAPHIC DESIGN
05/02/2022	-	-	HUYTON SIGNAGE LOCATION MAP
05/02/2022	-	-	LOCATION PLAN
05/02/2022	-	-	STANDARD STACK SIGN 1ST PHASE - DIMENSIONS

Informatives

None

Mark Quinn

25 March 2022

Alan Kilroe
28 March 2022

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