

Regeneration and Economic Development Department

APPLICATION NO: 21/00815/ADV

APPLICANT: Ion Property Developments Ltd

WARD AFFECTED: Stockbridge

DEVELOPMENT: DISPLAY OF SIGNAGE COMPRISING 1NO NON ILLUMINATED SET OF LETTERING TO EXISTING GABION FEATURE WALL

LOCATION OF SITE: Land At Knowsley Lane, Huyton, Knowsley,

KNOWSLEY LOCAL PLAN ALLOCATION –

Strategic Road Network - Strategic Road Network

Sustainable Urban Extension - Sustainable Urban Extension

RELEVANT POLICIES

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS19 - Design Quality and Accessibility in New Development

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

S10 - Advertisements

National Planning Policy Framework

TECHNICAL CONSULTATIONS:

Knowsley Parish Council - No Comments Received

NEIGHBOUR NOTIFICATION:

This application has been publicised by letters sent to 29 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.

ISSUES AND ASSESSMENT:

PROPOSAL

This application relates to the Earlsfield Park development site which has planning permission for a mixed use commercial development including Petrol filling sta, Pub/restaurant and B8/B2 uses. The site is currently under construction.

The advertisement would be sited on the site boundary fronting Knowsley Lane close to the M57 Slip road entry.

A 900mm high gabion wall has been erected along 10m of the site boundary. It is proposed to install the lettering “ EARLSFIELD PARK” onto the front face of the wall. The letters would be aluminium , powder coated to a light grey (RAL 9022) colour.

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The letters would be fixed to aluminium rails which in turn and fixed onto the wall.

POLICY CONSIDERATIONS

The proposed advertisement is considered to be appropriate in terms of location and scale. The main approach to this site from the motorway network would be from the roundabout serving Knowsley Lane where the signage would be clearly visible to approaching traffic.

The proposal would accord with the above planning policies.

DESIGN

The gabion wall (approved under the main planning application for Earlsfield Park) was designed specifically for an entrance sign detail. The design and appearance of the lettering to the attached to the wall are considered appropriate and would result in an attractive entrance feature.

The design would accord with Local Plan policies CS19 and S10.

HIGHWAY SAFETY

The sign would be non- illuminated thus would not present any distraction to vehicular traffic. There are no other highway safety issues associated with this proposal.

CONCLUSION AND REASON FOR DECISION.

The proposed signage is acceptable in terms of design, scale and siting and would be in compliance with the relevant Local Plan policies listed above.

RECOMMENDATION:

That Advertisement Consent be granted .

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
18/10/2021	066658-CUR-00-XX-DR-D-75109-P04	-	Proposed Elevation and Sections
18/10/2021	066658-CUR-00-XX-DR-C-00003-P01	-	Site Location Plan
18/10/2021	RS16820/2 REV 1	-	Signage Details

Informatives

None

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Mark Quinn

4 January 2022

Alan Kilroe

6 January 2022

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