

<u>APPLICATION NO:</u>	26/00273/ADV	<u>CASE OFFICER:</u>	Louise Robinson
<u>WARD:</u>	Halewood South	<u>PARISH:</u>	Halewood Town Council
<u>LOCATION:</u>	The Halewood Shopping Centre, Leathers Lane, Halewood, Knowsley, L26 0AD		
<u>PROPOSAL:</u>	DISPLAY OF SIGNAGE COMPRISING 1NO. NON-ILLUMINATED SINGLE SIDED TOTEM SIGN AND 1NO. NON-ILLUMINATED DOUBLE SIDED TOTEM SIGN		

Site Description

The application site comprises a car park to the south of the Halewood Shopping Centre.

The site car park itself is primarily hardstanding which comprises 6 disabled parking bays to the northeast, an ambulance bay to the east, 2 further disabled bays to the southwest, 3 motorcycle bays to the west and 109 regular parking spaces within the car park. A grass verge borders the car park with various trees, metal fencing and lampposts also adjacent to the site.

There are various retail and fast-food stores to the north, and a further car park which predominantly serves the Aldi store. To the east of the site is the Halewood Centre. To the south of the site are two-storey semi-detached and terraced dwellings, 'Gary Williams Solicitors' and the highway of Roseheath Drive. To the west of the site is Halewood Town Junior Football Academy and the highway of Leathers Lane.

The application site is located within Halewood Town Centre and is allocated as a Town and District Centre, as shown on the Policies Map and defined by Policies CS1 and CS6 of the Knowsley Local Plan: Core Strategy.

Proposal

Planning permission is sought for advertisement consent to display 1no. non-illuminated single sided totem sign (adjacent to 'Lily's Nails and Spa on Leathers Lane) and 1no. non-illuminated double-sided totem sign (adjacent to the car park entrance for the Halewood Centre on Roseheath Drive).

The details of the advertisement(s) are outlined below:

Sign	Dimensions	Height from Ground	Letter Heights	Materials	Colour	Illumination
Single Sided Totem Sign	2m (H) x 1m (W) x 0.1m (D)	0.19m	8cm	Body – aluminium composite material. Legs – 3mm aluminium.	Text – red and grey. Background – white.	No
Double-Sided Totem Sign	2m (H) x 1m x 0.1m (D)	0.19m	8cm	Body – aluminium composite material. Legs – 3mm aluminium.	Text – red and grey. Background – white.	No

Consultations

Highways – No objections.

Representations

This application has been publicised by letters sent to 33 neighbours and 3 site notices displayed near to the site. No comments or objections were received during the consultation period.

Planning History

26/00272/FUL INSTALLATION OF 4NO. RAPID ELECTRICAL VEHICLE CHARGING STATIONS INCLUDING 1NO. ACCESSIBLE BAY AND ANCILLARY EQUIPMENT

PENDING CONSIDERATION (AS OF AUGUST 2026)

Relevant Policy

Paragraphs 11 and 12 of the December 2024 National Planning Policy Framework (NPPF) have been superseded by the August 2026 NPPF. The presumption in favour of sustainable development is now set out in Policies S3 to S5 of the NPPF (2026).

Paragraph S3 of the NPPF (2026): Presumption in favour of sustainable development states:

1. Decisions on development proposals should apply a presumption in favour of sustainable development. This means:
 - a. Policy S4 in this Framework should be applied when considering development proposals within settlements;
 - b. Outside settlements, Policy S5 should be applied; and
 - c. In all locations, development proposals that accord with both an up-to-date development plan and the decision-making policies in this Framework should be approved without delay.
2. Where a development proposal falls partly within and partly outside a settlement, Policies S4 and S5 should be applied to the relevant parts which are inside or outside of the settlement boundary (as appropriate), before

coming to an overall view on the proposal.

Paragraph S4 of the NPPF (2026): Principle of Development within settlements states:

1. Development proposals within settlements should be approved unless the benefits of doing so would be substantially outweighed by any adverse effects, when assessed against the national decision-making policies in this Framework.
2. In applying Policy S4, the circumstances in which the benefits of approving development are likely to be substantially outweighed by adverse effects include (but are not restricted to) situations where the development proposal would:
 - a. Have a substantial adverse impact in relation to:
 - i. The allocation or safeguarding of land or buildings for particular uses in the development plan, unless there is no reasonable prospect of an application coming forward for the allocated use, or there is evidence that the safeguarding is no longer appropriate; or
 - ii. The application of the policies in this Framework for existing recreational land and facilities (HC7), Local Green Space (HC8), areas of particular importance for biodiversity and geodiversity (N6), Protected Landscapes (N4) and development within residential curtilages (L2(1)(d)).
 - b. Involve the whole or partial loss of undeveloped land which is used for a cemetery or burial ground; or for water storage and/or flood risk management (unless suitable compensatory provision is made that does not increase the risk of flooding either on or off-site); or
 - c. Fail to comply with one of the national decision-making policies which state that development proposals should be refused in specific circumstances.

The development plan in Knowsley comprises the Saved Policies of the Replacement Unitary Development Plan, the Core Strategy Local Plan and the Joint Waste Local Plan. The following policies are relevant to the determination of this application.

NATIONAL PLANNING POLICY FRAMEWORK

KNOWSLEY LOCAL PLAN: CORE STRATEGY

Policy CS1 Sustainable Development
Policy CS6 Town Centres and Retail Strategy

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

Policy S10 Advertisements

SUPPLEMENTARY PLANNING DOCUMENTS

Shopfront and Signage Design SPD

Article 35 Statement

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.

Assessment

Advertisements are controlled under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Regulation 3 requires Local Planning Authorities to control the display of advertisements in the interests of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, and other relevant factors.

Paragraph 141 of the NPPF states that 'the quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts'.

AMENITY

Saved Policy S10 of the Knowsley Development SPD outlines that proposals to display advertisements will be permitted provided that they would not harm amenity in the following respects:

- (a) They would not have an adverse effect on visual amenity either individually or together with other advertisements
- (b) Any illumination would be appropriate to the area and would not harm amenity through overly-bright, flashing or inappropriate forms of illumination
- (c) The advertisement would not be out of scale or harmony with the building or the existing street scene
- (d) They would use colours and materials which are appropriate to their context
- (e) They would not create clutter on a building or within the street scene
- (f) Where they would be within or adjacent to a Conservation Area, they would preserve or enhance the character and appearance of the area
- (g) Where they would be on or close to a Listed Building they would not adversely affect the special historic or architectural character of the building
- (h) Where they occur in the Green Belt, they would respect the visual amenity of the countryside.

The application site is identified as a Town and District Centre in the Knowsley Local Plan: Core Strategy.

The site is surrounded by various retail and fast-food units to the north, the Halewood Centre to the east, residential dwellings and a solicitors to the south and Halewood Town Junior Football Academy to the west. The solicitors to the south of the site features various fascia signings and vinyl signage. Additionally, there is various signage within the wider Halewood Shopping Centre. The nearest signage to the single sided totem sign would be 'Lilys Nails & Spa' sign and the nearest signage to the double-sided totem sign would be 'The Halewood Centre' freestanding sign.

Given that the existing wider area features various advertisements of different sizes, designs and colours, the proposal would be in seen in context with the commercial nature of this area.

The single sided totem sign raises no concerns, as this sign would be closely located to the existing signage within the shopping centre, and would not be located near to any residential dwellings.

The double-sided totem sign would be situated 18.3m away from the nearest residential dwellings on Roseheath Drive (to the south of the sign). The front elevation and rear elevation of the sign would face southeast and northwest, with the side elevation of the signage facing towards the residential dwellings. Whilst this sign would be situated more towards the residential part of the shopping centre, similar signage is not uncommon in the area. At present, there is a similar freestanding sign for 'The Halewood Centre' to the southeast (adjacent to the entrance to the car park) which has a height of 2.07m, a width of 1.25m and a depth of 0.08m, which faces towards the residential dwellings on Roseheath Drive. The proposed double-sided signage would be of a similar scale to this existing sign, with a height of 2.0m, a width of 1.0m and a depth of 0.1m. As such, the proposed sign is considered to be of an acceptable scale and given its non-illuminated nature would not impact the amenity of the surrounding residential neighbouring properties.

The signs would be constructed in colours and materials which suit the area and are of an appropriate size in relation to the surrounding area and would not result in visual clutter along the street scene.

As such, it is considered that the proposed signs would not adversely impact the amenity of the surrounding area. The proposal is in accordance with Saved Policy S10 of the Knowsley Replacement UDP and the NPPF.

PUBLIC SAFETY

Saved Policy S10 of the Knowsley Development SPD outlines that proposals to display advertisements will be permitted provided that they would not public safety in the following respects:

- (i) The proposals would not adversely affect highway safety or other forms of public safety.

The signs are non-illuminated. The single sided totem sign would be situated on the grass verge adjacent to 'Lily's Nails and Spa on Leathers Lane and the double-sided totem sign would be situated on the grass verge adjacent to the car park entrance for the Halewood Centre on Roseheath Drive.

Highways have no objections, as the proposed signage is considered to be of a modest scale and would not cause driver distraction due to its non-illuminated nature and would not adversely affect the safe operation of the surrounding highway network. Additionally, the signs would not materially obstruct visibility for highway users.

As such, it is considered that the two totem signs would not adversely impact the highway safety and would not result in a severe impact on public safety. The proposal is in accordance with Saved Policy S10 of the Knowsley Replacement UDP and the NPPF.

COAL SURFACE DEVELOPMENT AREA

The application site falls just outside of a coal surface development area. For the avoidance of doubt, the Coal Authorities Standing Advice will be included as an informative on the decision notice.

Conclusion

The proposal would be acceptable in terms of any impacts on amenity and public safety. The proposal also complies with Saved Policy S10 of the Replacement UDP and the NPPF. Therefore, the application is recommended for approval, subject to conditions.

Recommendation

That planning permission be granted subject to the following conditions:

- 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
10.06.2026	-	-	PLANNING STATEMENT
10.06.2026	10249-0089-05	REV A	ADVERTISING CONSENT PLAN
10.06.2026	001_85	REV A	SIGNAGE – 2M TOTEM (DOUBLE SIDED)
24.06.2026	001_61-01	REV H	SIGNAGE – 2M TOTEM

Signed Case Officer¹: **Louise Robinson**

¹ I confirm that I do not have a personal relationship with the applicant, agent or other interested parties; I also confirm that I do not have a financial interest in the site or the development proposed

**Signed Authorising
Officer²:**

Jo Sheridan

Date:

28/08/2026

Informatives

1. The proposed development lies within a coal mining area which may contain unrecorded coal mining related hazards. If any coal mining feature is encountered during development, this should be reported immediately to the Mining Remediation Authority on 0345 762 6846 or if a hazard is encountered on site call the emergency line 0800 288 4242.

Further information is also available on the Mining Remediation Authority website at:
Mining Remediation Authority - GOV.UK

Standing Advice valid from 1st January 2025 until 31st December 2026

² I confirm that I do not have a personal relationship with the applicant, agent or other interested parties; I also confirm that I do not have a financial interest in the site or the development proposed