

Regeneration and Economic Development Department

APPLICATION NO: 21/00185/ADV

APPLICANT: Taylor Wimpey North West

WARD AFFECTED: Whiston & Cronton

DEVELOPMENT: INSTALLATION OF SIGNAGE COMPRISING OF 18 NO. FLAG SIGNS ON 5.0M HIGH POLES, 3 NO. ILLUMINATED V-STACK SIGNS, 8 NO. FREE STANDING WAYFINDING SIGNS FENCE MOUNTED SIGNAGE, FASCIA SIGNAGE AND ASSOCIATED WORKS

LOCATION OF SITE: Fox's Bank, Halsnead Garden Village, Land West Of Fox's Bank Lane And North Of M62, Whiston, Knowsley, L35 3SS,

KNOWSLEY LOCAL PLAN ALLOCATION –

Sustainable Urban Extension – South Whiston

RELEVANT POLICIES

National Planning Policy Framework (2021)

Knowsley Local Plan: Core Strategy (2016)

SD1 - Sustainable Development

CS1 - Spatial Strategy for Knowsley

CS2 - Development Principles

CS19 - Design Quality and Accessibility in New Development

CS20 – Managing the Borough's Historic Environment

SUE1 - Sustainable Urban Extensions and Safeguarded Land

SUE2 - Sustainable Urban Extensions Development Principles

SUE2c - Sustainable Urban Extension – South of Whiston and Land South of the M62

Knowsley Replacement Unitary Development Plan (Saved Policies 2009)

ENV3 – Light Pollution

S10 - Advertisements

Adopted Supplementary Planning Documents (SPD)

Halsnead Garden Village Masterplan SPD (2017)

TECHNICAL CONSULTATIONS:

Whiston Town Council – No comments received.

Highways – No objections

St Helens Council – No objections raised to the initial consultation.

NEIGHBOUR NOTIFICATION:

This application has been publicised by the posting of a site notice and sending letters to neighbouring properties. No representations have been received.

ARTICLE 35

The LPA has acted positively and proactively in determining this application by assessing the proposal against all material considerations including planning policies and subsequently

determining to grant planning permission in accordance with the presumption in favour of sustainable development as set out within the NPPF.

ISSUES AND ASSESSMENT:

SITE DESCRIPTION

The application site consists of land at Cherry Tree Farm including the farmhouse itself and the adjacent barns as well as a small area of agricultural land which is accessed off Fox's Bank Lane.

PROPOSAL

The proposal is for the erection of the installation of signage comprising the erection of 18 flag signs on 5m high poles, 3 illuminated V-stack signs, 8 free standing wayfinding signs, fence mounted signage and fascia signage on the proposed shown homes/sales office, with associated works. The signage is located around the site entrance and leading up to/around the car park and show home/sales office areas.

POLICY CONSIDERATIONS

Relevant policies are policies SD1, CS1, CS2, CS19, CS20, SUE1, SUE2 and SUE2c of the Local Plan Core Strategy (2016) and saved policies, ENV3 and S10 of the UDP (2006), together with the Halsnead Garden Village Masterplan SPD and the NPPF. Saved policy S10 of the UDP sets out that advertisements will be permitted provided that they do not harm amenity or public safety and providing proposals do not adversely affect highway safety. In terms of amenity, proposals should not have an adverse effect on visual amenity either individually or together with other advertisements. Policy S10 requires any illumination to be appropriate to the area and not to be harmful to visual amenity. Advertisements should be of an appropriate scale and be in harmony with the existing street scene, using appropriate colours and materials and avoiding clutter. Where advertisements are close to listed buildings, policy S10 requires advertisements to not adversely affect the special historic or architectural character of the building and where they are within the Green Belt, proposals should respect the visual amenity of the countryside.

The application site lies within an allocated site for housing and employment development as well as a country park. Policy SUE2c 'Sustainable Urban Extension – south of Whiston and Land south of the M62 allocates the application for housing development. The application is for a signage which would serve to advertise the location of the approved housing site and facilitate the developer's sales office set up as well as identifying the site for interested buyers. The site has planning permission for the construction of 350 houses with associated works (reference 20/00417/FUL). It is considered that the development would be in compliance with the relevant Local Plan Core Strategy policies and the saved policies in the Replacement Unitary Development Plan listed above.

DESIGN, ACCESS AND CRIME PREVENTION

There are a number of flagpole signs and free-standing signage proposed to identify the site and show visitors the location of the sales office/show home. The design, siting, materials, scale and appearance of the signs are considered to be acceptable and the proposal will not adversely affect visual amenity. The impact of the proposal on the street scene and the neighbouring green belt area are considered to be acceptable. It is not considered that the proposal will result in clutter causing unduly adverse harm to visual amenity.

The signage will not create adverse impacts from light pollution. The proposal is considered to be in keeping with the character of the area and would have an acceptable impact on the street scene. As such the proposal is considered to comply with policies CS2 and CS19 of the Knowsley Core Strategy and policies ENV3 and S10 of the Knowsley Replacement UDP.

HIGHWAYS

The proposal will not have an adverse impact on public safety and the highways engineer has raised no objections to the proposal subject to an informative stating that a licence would be required for any advertisement which was considered to overhang the adopted highway. The proposal will not have

adverse impacts on highway safety and as such the proposal is considered to comply with Policy T7 and S10 of the UDP and policy CS2 of the Core Strategy.

RESIDENTIAL AMENITY

The impacts of the proposal on residential amenity are considered to be acceptable and lighting of the V stack sign will not result in adverse impacts on visual amenity. The nearest residential properties are located on the opposite side of Fox's Bank Lane and to the north and south of the site. Snape Gate Barn residential property is located approximately 217m to the south of the application site. The Lodge, 73 Fox's Bank Lane is located approximately 87 metres north of the application site whilst Whitewings Farm/Whitewings Lodge is set back by approximately 44.5m (at the closest point) from the estate wall adjacent to Fox's Bank Lane directly opposite the application site to the east. As such, the proposal is considered to comply with policies CS2 of the Local Plan Core Strategy and policies ENV3 and S10 of the Knowsley UDP.

OTHER ISSUES

The site was assessed under the full application 20/00417/FUL which was for the erection of 350 houses, which has now been issued, and appropriate mitigation measures have been secured through this permission. Part of the site is in the location of a barn that was found to have a bat roost; the residential permission dealt with this roost and recommended mitigation. Mitigation was also agreed in relation to bats and trees as well as ensuring appropriate mitigation for archaeology. The biodiversity and landscaping/tree mitigation will be secured under the residential permission. If this application for advertisement consent is granted it does not give the applicant the ability to demolish the barns, that activity must be undertaken through implementation of the housing permission or an alternative planning permission. Therefore subject to the above conditions, it is considered that the proposal complies with policies CS21, CS20 and SUE2 of the Core Strategy and DQ4 of the UDP.

The proposal is not considered to impact on the setting of the grade II listed buildings to the north (The Lodge, Fox's Bank Lane) or south (Snape Gate Barn) of the application site, due to the distance of these properties from the proposal. There is a non-designated heritage asset (The Estate Wall) which lies adjacent to Fox's Bank Lane and the park landscape itself is also considered to be a non-designated heritage asset. The proposal is not considered to harm these non-designated heritage assets by virtue of the scale and siting of the proposed advertisements/signage. A method statement is required in relation to the protection of the estate wall as part of the residential permission. As the proposal involves demolition of the barn buildings, it will require the submission of pre-commencement conditions prior to the advertisements being erected. This will ensure the wall is suitably protected during development.

CONCLUSION & REASON FOR DECISION

The proposal is considered to be acceptable in terms of its design, appearance, illumination, impacts on designated and non-designated heritage assets, impacts on the adjacent green belt and impacts on highway safety. The proposal would also have acceptable impacts on visual amenity. The improvements to the estate wall (through the residential permission) and the fact that this proposal facilitates delivery of housing across HGV are considered to outweigh any harm to the non-designated heritage asset and regard to the minor extent of harm/loss to the estate wall has been considered in coming to this view. As such the proposal is considered to comply with the relevant Core Strategy, Replacement UDP policies (having particular regard to policy S10 of the UDP) and guidance in the NPPF.

RECOMMENDATION:

- 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.

- 2) The maximum luminance of the advertisement shall not exceed 300cd/m² between dusk and dawn, as defined by official lighting up times, and 600cd/m² outside of

these times, in accordance with the Institute of Lighting Professionals (ILP) Technical Note 5 'The Brightness of Illuminated Advertisement'.

Reason: In the Interests of Highway Safety and to comply with UDP Policy S10.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
03/03/2021	20285 SLP 01	-	
15/07/2021	NB31-7-SALES1	A	
15/07/2021	NB31-7-SALES2	A	
12/1/2022	20285-TSA-03	H	
15/07/2021	20285-TSA-01	H	
12/1/2022	20285-TSA-02	M	

Informatives

- 1 It should be noted that it is illegal to overhang adopted highway without a highway licence granted by the local highways authority. Prior to the installation of any overhanging signage and flags, and at the full expense of the developer, a Section 177 Licence under the Highways Act 1980 must be obtained from the Council as Local Highway Authority.

Clare Appleyard
16 February 2022

Alan Kilroe
16 February 2022