

<u>APPLICATION NO:</u>	25/00265/ADV	<u>CASE OFFICER:</u>	Andrew Hunt
<u>WARD:</u>	Prescot North	<u>PARISH:</u>	Prescot Town Council
<u>LOCATION:</u>	Prescot Town Hall, 1 Warrington Road, Prescot, Knowsley, L34 5QX		
<u>PROPOSAL:</u>	DISPLAY OF SIGNAGE COMPRISING; 2 NO. FLAG POLE SIGNS (Retrospective)		

Site Description

The application site is a large building (Prescot Town Hall) situated on an irregular shaped site. The site extends from Warrington Road in the south to Grosvenor Road to the north. Prescot Town Hall is located to the south of the site with a car park to the north. The site is surrounded by dwelling to the west and north with commercial buildings to the east and south and is just outside the defined Prescot Town centre.

Proposal

The proposal is for the display of signage comprising 2 flag poles. The flag poles are 6 metres in height and between 120 cm in diameter at the bottom reducing to 65cm at the top. The poles have been erected on site.

Consultations

Highways - No objection to the proposal.

Representations

This application has been publicised by letter sent to 36 neighbours and by a site notice. No representations have been received.

Planning History

None relevant

Relevant Policy

Paragraph 11 of the National Planning Policy Framework (NPPF) states that planning decisions should apply a presumption in favour of sustainable development. This means approving development proposals that accord with an up-to-date development plan without delay; or where the development plan is absent, silent or out of date planning permission should be granted unless the application of policies in the NPPF that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or any adverse impacts of doing so

would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole.

Paragraph 12 of the NPPF clarifies that the presumption in favour of sustainable development does not change the statutory status of the development plan as the starting point for decision making. Where a planning application conflicts with an up-to-date development plan, permission should not normally be granted. Local planning authorities may take decisions that depart from an up-to-date development plan, but only if material considerations in a particular case indicate that the plan should not be followed.

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.

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

H5 - Primarily Residential Areas

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

Amenity

Policy CS19 requires that to maintain a good standard of amenity for all existing and future occupants of land and buildings, development proposals will be required to avoid unacceptable impacts on existing residents, business occupiers, and future occupiers.

The proposed poles are unobtrusive and relatively small scale compared to the large building which they are located in front of. There is existing traffic and street lights near to the site. The poles are therefore not unduly prominent on what is a busy Town Centre streetscene. On this basis, there is no harm to amenity from the

proposal and the advertisements would comply with Core Strategy Policy CS19.

Public Safety

NPPF para 116 states that Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios.

The two flagpoles do not encroach upon or obstruct any vehicle or pedestrian visibility splays. The flagpole height of 6 meters is considered acceptable. There would be no harm to public safety. This view is supported by the views of the council's highways officer who has no objection.

Conclusion

The proposal would be acceptable in relation to amenity and public safety. The application complies with local planning policies and is recommended for approval.

Recommendation

That permission be granted subject to the following conditions.

- 1) The proposal hereby permitted shall be carried out in accordance with the following documents
 - a. Proposed Front and Rear Elevations - (received 22/04/2025).
 - b. Location Plan - (received 22/04/2025).

Reason: For the avoidance of doubt.

Signed Case Officer¹:

Andrew Hunt

**Signed Authorising
Officer²:**

Jo Sheridan

01/07/2025

Date:

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

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

Informatives

N/A