

<u>APPLICATION NO:</u>	26/00136/ADV	<u>CASE OFFICER:</u>	Lee Osborne
<u>WARD:</u>	Whiston & Cronton	<u>PARISH:</u>	Whiston Town Council
<u>LOCATION:</u>	Stoves Group Plc , Stoney Lane, Whiston		
<u>PROPOSAL:</u>	DISPLAY OF SIGNAGE COMPRISING 1 NO. NON-ILLUMINATED FASCIA SIGN AND 2 NO. NON-ILLUMINATED V-STACK SIGNS		

Site Description

The application site is the former Glen Dimplex factory site on Stoney Lane. The site is currently the subject of a planning application for residential development (25/00672/FUL).

Proposal

The application seeks advertisement consent for the retention of two signs located on the northern boundary of the Glen Dimplex site on Stoney Lane. The signs advise of the housing development within the Glen Dimplex site (and currently the subject of current planning application 25/00672/FUL).

One sign is on the boundary wall of the site, opposite a Whiston Hospital access / egress road. This sign is 3.05m wide and 1.5m high and approximately 1.5m from the bottom of the sign to ground level.

The other signage is a V-sign on support legs sited adjacent the eastern access / egress of the Glen Dimplex site and approximately 1.5m into the site. The V-signage consists of two signs each sign forming one arm of the V-shape. These signs are 3.05m high and 1.5m wide on legs, with a distance from ground level to the bottom of the signs of approximately 1.8m.

Consultations

Whiston Town Council - No comments received.

Representations

This application has been publicised by letters sent to 76 neighbours. It has also been advertised by site notice.

On objection has been received. The objection is on the following grounds: -

1. The signs should not be there; the signs went up before the publicity letters were sent out.
2. Taylor Wimpy appear to do whatever they want and the Council lets them.
3. Similar was done with demolition works, the letters went out with Taylor Wimpey start date for demolition stated as less than 7 days from the date of the letter and before the Council was informed.

4. The signs are a danger to road safety as a sign blocks the view when trying to exit a nearby junction. Stoney Lane is a busy road and the sign distracts drivers.
5. Taylor Wimpey are calling the site 'Foundry Gardens' but do not have permission to build, it is misleading to everyone in the area.

Relevant Planning Applications

26/00137/DEMCON - PRIOR NOTIFICATION FOR THE DEMOLITION OF THE EXISTING INDUSTRIAL AND ANCILLARY BUILDINGS. Current application.

25/00672/FUL - RESIDENTIAL DEVELOPMENT COMPRISING THE ERECTION OF UP TO 204 DWELLINGS WITH ASSOCIATED PARKING, CONSTRUCTION OF VEHICULAR AND PEDESTRIAN ACCESSES FROM STONEY LANE, PEDESTRIAN ACCESS FROM CUMBER LANE, SUBSTATIONS, SUDS, BALANCING POND, PUBLIC OPEN SPACE, LANDSCAPING, AND ASSOCIATED INFRASTRUCTURE. Current application.

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

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

S10 - Advertisements

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

Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 requires that decisions are made only in the interest of amenity and public safety, taking into account any material factors. The National Planning Policy Framework (NPPF) and Planning Practice Guidance (PPG) reiterate this approach. Therefore, the key considerations in regard to this application are the effects on amenity of the surrounding area and public safety.

Local Plan Core Strategy Policy CS2 requires that new development should enhance the local character and promote a quality of place.

Saved UDP Policy S10 states that proposal to display advertisements will be permitted provided that they would not harm amenity or public safety in the following respects:

Amenity considerations:

- 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), g) and h) not applicable in this instance)

Public safety considerations:

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

The signs are temporary and would be removed from site following completion of the housing development and sale of units within. Nevertheless, in the context of the site and the surroundings, including the hospital site and associated signage there, the signs are relatively modest in scale and do not appeal out of scale within the locality.

The signs are not illuminated and do not create clutter in the street scene. The signs advise of the presence of a residential housing development site and are not inappropriate in colour and materials within the street scene and locality. The V-sign is set a little way into the site, around 1.5m, and is 1.8m of the ground, supported by legs, and the other sign is wall mounted. The signs clearly do not impact on road safety or public safety, and do not interfere with visibility.

The objector states that the V-sign is dangerous to highway safety and notes that the sign blocks the view when exiting the Cartmel Drive junction with Stoney Lane. The photo on file taken by the case officer from the said junction clearly shows that the sign does not interfere with visibility of the highway.

Taking into account the above, the signage complies with Policy CS2 of the Core Strategy and Saved Policy S10 of the UDP.

Conclusion

The design and materials of the advertisements are considered be appropriate to the locality, and are temporary relating to the redevelopment of the Glen Dimplex site.

The signage complies with national and local regulations and is recommended for approval.

Recommendation

That advertisement consent 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
24/03/2026	22970 SA 01	-	COMING SOON SIGNAGE
24/03/2026	-	-	SIGNAGE ARTWORK PASS

Signed Case Officer¹: Lee Osborne

Signed Authorising Officer²: Jo Sheridan

Date: 12/06/2026

Informatives

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

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

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Appendix 1 – Site Photographs