



**REGENERATION AND ECONOMIC
DEVELOPMENT**

Knowsley Council TOWN AND COUNTRY PLANNING ACT 1990 (as amended)

CONSENT TO DISPLAY ADVERTISEMENTS

Application No: 25/00084/ADV

Name and address of applicant

Tritax Symmetry Merseyside 1 Limited
C/O Newmark Gerald Eve LLP
1 Marsden Street
Manchester
M2 1HW

Name and address of agent

Newmark Gerald Eve LLP
Newmark Gerald Eve LLP
1 Marsden Street
Manchester
M2 1HW

Date of Receipt: 10 February 2025

Date Valid: 26 February 2025

Address/Location Of Development

Unit 2
Symmetry Logistics Park Merseyside
Colliery Way
Cronton
Knowsley
L35 3AA

Nature And Particulars Of Application

DISPLAY OF ADVERTISEMENT SIGNAGE COMPRISING OF - 4NO NON-ILLUMINATED FASCIA SIGNS, 2NO NON-ILLUMINATED ROOF MOUNTED LOGO SIGNS AND 3NO FREE STANDING INTERNALLY ILLUMINATED TOTEM SIGNS (AMENDED APPLICATION TO INCLUDE 1NO ADDITIONAL FREE STANDING INTERNALLY ILLUMINATED TOTEM SIGN, TOTAL NUMBER OF FREE STANDING TOTEM SIGNS TO BE 4NO, ALL OTHER SIGNS TO BE AS ORIGINALLY SUBMITTED).

The Council of the Metropolitan Borough of Knowsley hereby give notice in pursuance of the above Regulation that Consent to Display Advertisements has been **granted** for the display of the advertisements referred to above in accordance with the application and plans submitted subject to compliance with the standard conditions as set out overleaf and to the following condition(s):

1. Notwithstanding any submitted details the maximum luminance of the advertisements shall not exceed levels in accordance with guidance set out in the Institute of Lighting Professionals (ILP) Technical Note 5 "The Brightness of Illuminated Advertisements including Digital Displays" (PLG05/23).

Reason: In the interests of the safety and amenity of the residents and users of the proposed highway.

SCHEDULE 1

Date Received	Ref. No	Version	Drawing/Document Title
26/02/2025	22604-UMC-0002-RL-DR-A-1015	REV P01	PROPOSED SIGNAGE TO ROOF
26/02/2025	22604-UMC-0002-ZZ-DR-A-0513	REV P01	LOCATION PLAN
26/02/2025	22604-UMC-0002-ZZ-DR-A-0630	REV P01	PROPOSED SIGNAGE LOCATION PLAN
26/02/2025	22604-UMC-0002-ZZ-DR-A-0740	REV P01	PROPOSED SIGNAGE TYPE ELEVATION
26/02/2025	22604-UMC-0002-ZZ-DR-A-1314	REV P01	PROPOSED SIGNAGE ELEVATIONS

REASON(S) FOR THE GRANTING OF ADVERTISEMENT CONSENT

The decision to grant Advertisement Consent has also been taken having regard to the policies and proposals as set out below, and to all relevant material considerations including supplementary planning guidance: -

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS1 - Spatial Strategy for Knowsley

CS19 - Design Quality and Accessibility in New Development

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

EC3 - Primarily Industrial Areas

S10 - Advertisements

This informative is only intended as a summary of the reason(s) for the granting of Advertisement Consent. Should you require any further details relating to the decision please contact the relevant case officer (Lee Osborne on 0151 443 2395)

NOTE FOR APPLICANT:

IMPORTANT - PLEASE READ CAREFULLY THE NOTES BELOW AS FAILURE TO COMPLY COULD MAKE THE DEVELOPMENT HEREBY PERMITTED UNAUTHORISED

- 1) This advertisement consent is granted in strict accordance with the approved plans. It should be noted however that:
 - a) Any variation from the approved plans following commencement of the development, irrespective of the degree of variation, will constitute unauthorised development and may be liable to enforcement action.
 - b) You or your agent or any other person responsible for implementing this consent should inform Planning Services immediately of any proposed variation from the approved plans and ask to be advised as to the best method to resolve the matter. Most proposals for variation to the approved plans will require the submission of a new planning application.
- 2) This consent is granted subject to conditions and it is the owner of the property and the person responsible for the implementation of the development who will be fully responsible for their compliance throughout the development and beyond.
- 3) If there is a condition that requires work to be carried out or details to be approved prior to the commencement of the development this is called a "condition precedent". The following should be noted with regards to conditions precedent.
 - a) If a condition precedent is not complied with prior to the start of development, the whole of the development will be unauthorised and you may be liable to enforcement action.
 - b) In addition, if the requirements of a condition precedent are subsequently not complied with, the development is unauthorised and the only way to rectify the development is the submission of a new application.

If any other type of condition is breached then you will be liable to a breach of condition notice.

- 0 The proposed development lies within an area that has been defined by the Mining Remediation Authority as containing coal mining features at surface or shallow depth. These features may include: mine entries (shafts and adits); shallow coal workings; geological features (fissures and break lines); mine gas and former surface mining sites. Although such features are seldom readily visible, they can often be present and problems can occur, particularly as a result of new development taking place.

Any form of development over or within the influencing distance of a mine entry can be dangerous and raises significant land stability and public safety risks. As a general precautionary principle, the Mining Remediation Authority considers that the building over or within the influencing distance of a mine entry should be avoided. In exceptional circumstance where this is unavoidable, expert advice must be sought to ensure a suitable engineering design which takes account of all relevant safety and environmental risk factors, including mine gas and mine-water. Your attention is drawn to the Mining Remediation Authority Policy in relation to new development and mine entries available at:

Building on or within the influencing distance of mine entries - GOV.UK

Any intrusive activities which disturb or enter any coal seams, coal mine workings or coal mine entries (shafts and adits) requires a Mining Remediation Authority Permit. Such activities could include site investigation boreholes, excavations for foundations, piling activities, other ground works and any subsequent treatment of coal mine workings and coal mine entries for ground stability purposes. Application forms for Mining Remediation Authority permission and further guidance can be obtained from The Mining Remediation Authority's website at: www.gov.uk/get-a-permit-to-deal-with-a-coal-mine-on-your-property

What is a permit and how to get one? - GOV.UK (www.gov.uk)

In areas where shallow coal seams are present caution should be taken when carrying out any on site burning or heat focused activities.

If any future development has the potential to encounter coal seams which require excavating, for example excavation of building foundations, service trenches, development platforms, earthworks, non-coal mineral operations, an Incidental Coal Agreement will be required. Further information regarding Incidental Coal Agreements can be found here - <https://www.gov.uk/government/publications/incidental-coal-agreement/guidance-notes-for-applicants-for-incidental-coal-agreements>

If any coal mining features are unexpectedly encountered during development, this should be reported immediately to the Mining Remediation Authority on 0800 288 4242. Further information is available on the Mining Remediation Authority website at: Mining Remediation Authority - GOV.UK

Informative Note valid from 1st January 2025 until 31st December 2026

A handwritten signature in black ink, appearing to read 'D. D. D.', is positioned above the title.

Executive Director - Regeneration and Economic Development

Date: 11 July 2025

STANDARD CONDITIONS

1. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
2. No advertisement shall be sited or displayed so as to—
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
3. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
4. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
5. Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Notes:

- (a) The regulations provide that every grant of express consent shall be for a fixed period which shall not be longer than five years from the date of the grant of consent without the approval of the Secretary of State and if no period is specified the consent shall have effect as consent for five years.
- (b) It is a condition of this consent before any advertisement is displayed on land in pursuance of the consent granted, the permission of the owner of that land or other person entitled to grant permission in relation thereto shall be obtained.
- (c) A person who displays an advertisement in contravention of the regulations will be liable on summary conviction to a fine of 1000 pounds and in the case of continuing offence a fine of 100 pounds for each day during which the offence continues after conviction.

Appeals to the Secretary of State

- If you are aggrieved by the decision of your local planning authority to refuse permission for the proposed development or to grant it subject to conditions, then you can appeal to the Secretary of State under section 78 of the Town and Country Planning Act 1990.
- As this is a decision for the display of an advertisement, if you want to appeal against your local planning authority's decision then you must do so within 8 weeks of the date of receipt of this notice.
- Appeals can be made online at: <https://www.gov.uk/planning-inspectorate>. If you are unable to access the online appeal form, please contact the Planning Inspectorate to obtain a paper copy of the appeal form on tel: 0303 444 5000.
- The Secretary of State can allow a longer period for giving notice of an appeal but will not normally be prepared to use this power unless there are special circumstances which excuse the delay in giving notice of appeal.
- The Secretary of State need not consider an appeal if it seems to the Secretary of State that the local planning authority could not have granted consent for the proposed development or could not have granted it without the conditions they imposed, having regard to the statutory requirements, to the provisions of any development order and to any directions given under a development order.