

<u>APPLICATION NO:</u>	25/00084/ADV	<u>CASE OFFICER:</u>	Lee Osborne
<u>WARD:</u>	Whiston & Cronton	<u>PARISH:</u>	Whiston Town Council
<u>LOCATION:</u>	Unit 2, Symmetry Logistics Park Merseyside, Colliery Way		
<u>PROPOSAL:</u>	DISPLAY OF ADVERTISEMENT SIGNAGE COMPRISING OF - 4NO NON-ILLUMINATED FASCIA SIGNS, 2NO NON-ILLUMINATED ROOF MOUNTED LOGO SIGNS AND 4NO FREE STANDING INTERNALLY ILLUMINATED TOTEM SIGNS		

Site Description

The application relates to a storage and distribution unit (Use Class B8) with associated parking, landscaping and servicing/delivery area within Symmetry Logistics Park which is part of the overall Halsnead development area and accessed off Cronton Road. The main building is just over 200m north of Cronton Road, and approximately 150m and 155m from the nearest dwellings, 3 and 2 Park Villas respectively and which are accessed off Cronton Road. 1 and 2 Park Villas are semi-detached dwellings, and 3 Park Villas is a detached house.

North east of the application site is the Yodel site and north of that is Old Halsnead, a residential dwelling which is listed. Old Halsnead is approximately 172m from the nearest part of the application site, which is the north east corner of the overall site curtilage adjacent the estate access road.

The application unit and other units are elevated above the Park Villa dwellings and Cronton Road, with the road rising from level with Cronton Road upwards into the Logistics Park. Old Halsnead is on land elevated above the application site.

Proposal

The application seeks consent for the display of signage on the building and within the curtilage of the site. The signage on the building has been installed, and also 3 of the totem signs; the totem sign to be installed is the largest totem sign which would be the northernmost sign adjacent the highway to the east of the site, by an access where works are still ongoing.

The totem signs comprise 2 internally illuminated totem signs erected adjacent the Symmetry Logistics Park estate road to the east of the building, and one installed adjacent the access off the highway along the north boundary of the site adjacent an access leading to a parking area, with this area still under construction. An illuminated totem sign would be installed adjacent the northernmost access off the highway to the east of the site with this access still under construction.

The four non-illuminated signs on the fabric of the building are installed.

Three of the totem signs have a height from ground level to the top of the sign of 2.9m and a maximum width of 1m chamfered at the top and 0.2m thick. The signs state Symmetry Park and Unit 2 on the signs with directions (e.g. goods vehicles,

visitor parking). The other totem sign would be informative noting occupiers and direction. This sign would be 3.85m high from ground level with a maximum width of 1.35m and chamfered at the top. The totem signs comprise/would comprise colouring of Ocean Blue, Orange and White with a black base.

The roof signs comprise three white triangles in a triangular shape of a maximum width of 7.5m and a distance from the sign base to the top of the sign of 6.5m, non-illuminated. The wall mounted signs are 2 sizes and comprise 3 triangles in a triangular shape with the base triangles white and the top triangle orange. The larger signs have a maximum width of 2.5m (at the base) with a height from sign base to top of 2.15m, and the smaller signs have a maximum width of 1.7m (at the base) and a height from sign base to top of 1.5m. All these signs are non-illuminated.

Consultations

Whiston Town Council - No comments received

Representations

This application has been publicised by letters sent to 12 neighbours and a site notice displayed.

One objection was received. The objections are on the following summarised grounds: -

1. Object to any signage that is within the line of sight of residents' windows and has the potential to increase light levels after dark. Such proposals must be prohibited and should not even be considered. These are residential properties, and no matter what mitigation measures are proposed, this must not be approved.

Further publicity letters were sent following a change of description to account for the four totem signs details which had been submitted but which did not correspond with the advertisement application. No additional objections were received as a result.

The site notice was displayed after the second set of publicity letters were posted. No further comments were received.

Planning History

20/00494/HYB - HYBRID PLANNING APPLICATION COMPRISING: FULL APPLICATION FOR THE DEVELOPMENT OF 161,900 SQ FT (15,041 SQ M) (GIA) OF STORAGE AND DISTRIBUTION FLOORSPACE (USE CLASS B8), INCLUDING ANCILLARY OFFICES (USE CLASS B1), SECURITY GATEHOUSE, SITE ACCESS ROAD, ENGINEERING EARTHWORKS TO FORM A PART COUNTRY PARK, PUBLIC CAR PARK TO SERVE COUNTRY PARK, AND ASSOCIATED WORKS; AND OUTLINE APPLICATION WITH DETAILS OF POINT OF ACCESS (DETAILS OF PART-ACCESS, LANDSCAPING, APPEARANCE, SCALE AND LAYOUT ARE RESERVED) FOR THE DEVELOPMENT OF UP TO 838,100 SQ FT (77,862 SQ M) (GIA) OF STORAGE AND DISTRIBUTION FLOORSPACE (USE CLASS B8), WITH ANCILLARY OFFICES AND LIGHT INDUSTRIAL (USE CLASS B1); ENGINEERING EARTHWORKS TO FORM COUNTRY PARK AND DRAINAGE ATTENUATION PONDS; PEDESTRIAN/CYCLE/EQUESTRIAN ROUTE CONNECTING EXISTING M62 FOOTBRIDGE WITH PROPOSED COUNTRY PARK; AND ASSOCIATED WORKS. Granted: 04.03.2022

23/01949/REM - APPLICATION FOR THE APPROVAL OF RESERVED MATTERS (SCALE, ACCESS, APPEARANCE, LAYOUT AND PARTIAL LANDSCAPING) COMPRISING OF THE DEVELOPMENT OF 272,091 (GIA) OF STORAGE SPACE AND DISTRIBUTION FLOORSFACE (USE CLASS B8) AND ANCILLARY OFFICES (USE CLASS E(g)), PROVISION OF INFRASTRUCTURE SUBMITTED PURSUANT TO PLANNING PERMISSION 20/00494/HYB. Granted: 19.03.2024.

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

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

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 any other relevant factors.

Saved Policy S10 of the UDP aligns with the above and states that proposals to display advertisements will be permitted provided that they would not harm amenity or public safety.

The National Planning Policy Framework establishes clear requirements for the assessment of advertisement applications. Paragraph 141 states that: "The quality and character of places can suffer when advertisements are poorly sited and designed... Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

In terms of principle to display the advertisements the application complies with the Regulations and NPPF and with saved Policy S10 of the UDP.

Amenity

The signage is located within the curtilage of the Symmetry Logistics Park currently being constructed out as a centre for storage and distribution businesses. The number and scale of the signs are appropriate with regards the site building and setting within a Logistics Park. The illuminance of the signs at 300cd/m² is acceptable in terms of light impacts on amenity, luminance levels are often 600 cd/m² in such locations. In this instance the illuminance of the signage, with the elevated dwelling being approximately 230m from the nearest illuminated totem (adjacent the northern access road), and with the Park Villa dwellings being approximately 227m and 244m from the nearest totem (the southernmost totem) is acceptable. Furthermore garden trees do partly shield the unit from the residential properties, although this is reduced in winter when the trees are bare of foliage.

However, it would be prudent nonetheless to ensure such in the future and an illuminance level is recommended.

Overall, the advertisements displayed do not and would not have an adverse impact on amenity and the application complies with Policies CS2 and CS19 of the Core Strategy and Saved Policies EC3 and S10 of the UDP.

Public Safety

The site is located on the main access road for Symmetry Logistics Park and the illuminated signs are located alongside the carriageway, and the non-illuminated signs are on the building and roof. The signs do not have an adverse impact on the highway, but to ensure such in the future it is recommended that an illuminance condition is attached.

The proposed development does not impact on public safety the application complies with Policies CS2 and CS19 of the Core Strategy and Saved Policy S10 of the UDP.

Conclusion

The signage is acceptable in relation to amenity and public safety and complies with Policies CS2 and CS19 of the Core Strategy and saved Policies EC3 and S10 of the UDP and is recommended for approval.

Recommendation

That Advertisement Consent be granted subject to the following condition(s): -

- 1) The maximum luminance of the advertisements shall not exceed 300cd/m2 and shall be static illumination, as noted on the submitted application forms.

Reason: For the avoidance of doubt and in the interests of the amenity of the residents and amenity and safety of road users.

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

Signed Case Officer¹: Lee Osborne

Signed Authorising Officer²: Jo Sheridan

Date: 11/07/2025

Informatives

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

- 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

