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|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|-------------------|
| <b><u>APPLICATION NO:</u></b> | 23/01679/ADV                                                                                                                                           | <b><u>CASE OFFICER:</u></b> | John Fleming      |
| <b><u>WARD:</u></b>           | Whiston Town Council                                                                                                                                   | <b><u>PARISH:</u></b>       | Whiston & Cronton |
| <b><u>LOCATION:</u></b>       | Unit 1, Symmetry Logistics Park Merseyside, Colliery Way, Cronton, Knowsley, L35 3AA                                                                   |                             |                   |
| <b><u>PROPOSAL:</u></b>       | ADVERTISEMENT CONSENT FOR THE DISPLAY OF SIGNAGE CONSISTING OF 1NO. LOGO, 3NO. FACIA BOARDS AND 3NO. FREESTANDING INTERNALLY ILLUMINATED TOTEM SIGNAGE |                             |                   |

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### **Site Description**

The application site is located on the former Cronton Colliery and forms part of Halsnead Garden Village identified as a strategic housing and employment development which will delivery approx. 1,600 new homes and at least 22.5ha of employment land.

The application site forms part of the commercial aspect of Halsnead Garden Village which is currently under construction with 1no. commercial shed having been constructed. The site is bounded by Cronton Road and residential properties to the south. From this vantage point, the commercial shed 'unit 1' is visible due to its elevated position. Residential properties are located beyond the northern site boundary accessed from a private road which joins Fox's Bank Lane to the east.

### **Proposal**

The application proposals seeks advertisement consent for the display of signage consisting of 1no. logo sign located on Unit 1, 3no. fascia boards and 3no. freestanding internally illuminated totem signage.

2no. freestanding internally illuminated totem signage would be located at either side of the entrance to the site off Cronton Road. This would measure a total height of 8m by a total width of 1.8m. A further building specific totem signage is proposed at the centre of the application site measuring a total height of 3.17m by 1m in width a depth of .15m.

1no. signage (Type 1) depicting the company's logo would measure 1.5m in height by 1.69 in width and project 1m from the building face.

2no. signage ("Type 2) depicting the company's logo would be attached to the east and west elevations of Unit 1 measuring 2.42m in width by 2.15m in height projecting 0.1m from the face of the building respectively.

1no. roof signage is also proposed against the curvature of the roof plane depicting the same imagery. It measures 5.07m width by 4.5m in length.

### **Consultations**

Highways Authority – No objections subject to condition.

Environmental Health – No objections raised.

### **Representations**

This application has been publicised by letters sent to 12 neighbours and displayed by site notice. No representations have been received.

### **Planning History**

Ref: 74/02720/HIST - Coal Sampling House. Granted 20<sup>th</sup> December 1977

Ref: 93/00231/APP – Removal of colliery spoil (600,000m<sup>3</sup>) in connection with road. Granted 7<sup>th</sup> January 1994.

Ref: 99/00278/APP – Change of use of former colliery to form a sporting and leisure. Refused 1<sup>st</sup> February 2000.

Ref: 00/00695/FUL – Infilling of reservoir; and culvert replacement and regarding works to Fox's Bank Brook. Granted 6<sup>th</sup> December 2000.

Ref: 03/01148/OUT – Outline application for development of a business park to include B1/B8/C1/A3 & supporting ancillary uses, including formation of access & siting of phase 1 distribution centre with associated office building, B1 unit & Multi-storey car park. Application Withdrawn.

Ref: 07/00929/COU – Change of use from former colliery site to informal country park including associated access improvements. Granted 14<sup>th</sup> May 2008.

Ref: 15/00191/FUL – Installation of works to form a public country park on site of disused colliery & footpath cycleway along dismantled railway line. Granted 15<sup>th</sup> July 2015.

Ref: 20/00494/HYB – Hybrid planning application comprising: full application for the development of 161,900 sqft (15,041sqm) (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 development of up to 838,100 sqft (77, 862sqm) (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 4<sup>th</sup> March 2022.

Ref: 20/00494/NMA1 – Non material amendment to condition 39 of planning permission 20/00494/HYB to allow up to 25,549sqm of floor space to be used before the junction improvement works to Tarbock Island are commenced. Granted 27<sup>th</sup> January 2023.

Ref: 22/00162/REM – Application for approval of reserved matters pursuant to permission 20/00494/HYB (Hybrid planning application comprising: full application for

the development of 161,900 sqft (15,041sqm) (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 development of up to 838,100 sqft (77, 862sqm) (GIA) of storage and distribution floorspace (Use Class B8), with ancillary officers 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 - Approval sought for (scale, access, appearance, layout and landscaping). Granted 30<sup>th</sup> June 2023.

### **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.

### **Relevant Policies:**

#### **Knowsley Local Plan Core Strategy**

CS2 – Development Principles

CS19 – Design Quality and Accessibility in New Development

#### **Knowsley Replacement UDP**

S10- Advertisements

### **Article 35 Statement**

The Local Planning Authority has acted positively and proactively in determining this application by identifying matters of concern within the application (as originally submitted) and negotiating with the applicant, acceptable amendments to the proposal to address those concerns. As a result, the Local Planning Authority has been able to grant planning permission for an acceptable proposal, in accordance with the

presumption in favour of sustainable development, as set out within the National Planning Policy Framework.

## **Assessment**

### **Context**

The National Planning Policy Framework sets out clear expectation for the assessment of applications relating to advertisement consent. Paragraph 136 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.

### **Amenity**

There have been no objections received as a result of publicity.

The plans have been revised as originally submitted as additional roof signage which included the lettering 'Tritax Symmetry' and was included in error together with drafting error in relation to sign type 1 at the side elevation. This signage has been removed from the plans and revised elevation drawings were submitted to correct these mistakes. It was not considered necessary to reconsult on the changes to the plans given the residual signage remains the same.

Taking the signage associated with Unit 1 which consists of the fascia and roof signage, these are simplistic in design depicting the company's logo and does not contain any displeasing imagery which would cause adverse effects to residential amenity. Whilst the signs on the building are large they are considered appropriate in terms of scale given that Unit 1 is of substantial size and mass and the total signage is therefore proportionate to the overall site.

The 3no. totem signage are also satisfactory in scale and type typically found at the entrances and within the grounds of such business parks. The 2no. totem signs fronting the entrance of the site would be freestanding double sided and internally illuminated providing directional signage to 'Symmetry Park', and would provide led lighting with a maximum illuminance level of 600cd/m<sup>2</sup> around the lettering only (further discuss below). Similarly, a building specific totem sign is proposed within the confines of the site specific to individual business units is proposed which is consistent in design terms to the aforementioned signs and would provide the same illumination level.

The illumination of the totem columns would only be within the dashed area according to the plans submitted. The luminance levels of the illuminated signs fronting Cronton Road are located approximately 72m from the nearest residential property at 1 and 2 Park Villas. Given the significant interface distances together with the mature trees located at the rear of the properties it is not expected that these properties would be adversely affected by the proposed development in terms of scale, mass and luminance. Likewise, the properties located on the private road to the north of Unit 1 are approximately 160m away from the business specific totem pole found at the centre of the site. Likewise these residential properties are fronted by mature trees and hedgerow and as such there would be no adverse impact to these properties with regards to residential amenity.

Accordingly, the proposed signage is acceptable in terms of amenity of the public realm.

## **Public Safety**

The proposed signage is of a type found on such buildings and totem structures are similar to those found in such areas. The Council's Highways Engineer initially raised an objection to the proposed development as the totem signage fronting the public highway which would appear to interfere with the signal controlled junction infrastructure as originally submitted and requested further information which demonstrates the location of proposed signage in relation to signal heads and other equipment to ensure no conflict will occur.

The applicant subsequently provided a revised plan to satisfy highways concerns and no objections were raised. However, a condition is sought relating to maximum luminance of the advertisements shall not exceed 300cd/m<sup>2</sup> between dusk and dawn as defined by the official lighting up times, and 600cd/m<sup>2</sup> outside of these times in accordance with the Institute of Lighting Engineers Technical Note 5 'The Brightness of illuminated advertisement'.

Subject to this condition, the proposal is considered acceptable in terms of public safety.

## **Conclusion**

The proposed development is considered to be in accordance with the Development Plan and is compliant with the relevant local planning policies set out in CS2 and CS19 of the Knowsley Local Plan Core Strategy (adopted 2016) and Saved Policy S10 of the Knowsley Replacement UDP and therefore the application is recommended for approval.

## **Recommendation**

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

- 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) Notwithstanding the level of luminance indicated by the plans listed in schedule 1, the maximum luminance of the advertisements shall not exceed 300cd/m<sup>2</sup> between dusk and dawn, as defined by official lighting up times, and 600cd/m<sup>2</sup> outside of these times, in accordance with the Institute of Lighting Engineers (ILE) Technical Note 5 'The Brightness of Illuminated Advertisement'.

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 |
|---------------|---------|---------|------------------------|
|---------------|---------|---------|------------------------|

|            |             |       |                                   |
|------------|-------------|-------|-----------------------------------|
| 06.07.2023 | P1004       | REV A | LOCATION PLAN                     |
| 31.07.2023 | P1003       | REV C | PROPOSED ROOF PLAN                |
| 06.10.2023 | 18128 P1001 | REV M | SITE ADVERTISEMENT PLAN           |
| 31.08.2023 | P1002       | REV E | PROPOSED ADVERTISEMENT ELEVATIONS |
| 31.08.2023 | 11456       |       | BUILDING SPECIFICATION            |

**Signed Case Officer<sup>1</sup>:**     **John Fleming**

**Signed Authorising Officer<sup>2</sup>:**     **Mark Quinn**

**Date:**     **20/10/2023**

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<sup>1</sup> 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.

<sup>2</sup> 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

The proposed development lies within an area that has been defined by the Coal 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 Coal 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 that a suitable engineering design which takes into account all the relevant safety and environmental risk factors, including mine gas and mine-water. Your attention is drawn to the Coal Authority Policy in relation to new development and mine entries available at:

[www.gov.uk/government/publications/building-on-or-within-the-influencing-distance-of-mine-entries](http://www.gov.uk/government/publications/building-on-or-within-the-influencing-distance-of-mine-entries)

Any intrusive activities which disturb or enter any coal seams, coal mine workings or coal mine entries (shafts and adits) requires a Coal 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. Failure to obtain a Coal Authority Permit for such activities is trespass, with the potential for court action.

If any coal mining features are unexpectedly encountered during development, this should be reported immediately to the Coal Authority on 0345 762 6848. Further information is available on the Coal Authority website at:

[www.gov.uk/government/organisations/the-coal-authority](http://www.gov.uk/government/organisations/the-coal-authority)

Informative Note valid from 1st January 2023 until 31st December 2024

## Appendix 1 – Site photographs