



**REGENERATION AND ECONOMIC  
DEVELOPMENT**

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

## **CONSENT TO DISPLAY ADVERTISEMENTS**

**Application No: 25/00492/ADV**

**Name and address of applicant**

Smart Outdoor Limited  
The Yard  
Keel Square  
Sunderland  
SR1 3AP

**Name and address of agent**

Ardent Land Limited  
7 Bell Yard  
London  
WC2A 2JR

**Date of Receipt:** 27 August 2025

**Date Valid:** 27 August 2025

**Address/Location Of Development**

The Halewood Shopping Centre  
Leathers Lane  
Halewood  
Knowsley  
L26 0AD

**Nature And Particulars Of Application**

**DISPLAY OF SIGNAGE COMPRISING 2 NO. INTERNALLY ILLUMINATED DIGITAL  
LCD GLASS DISPLAY SCREEN TOTEM SIGNS (REVISED LOCATION OF  
PROPOSED TOTEM SIGN A)**

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. 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.

2. The maximum luminance of the advertisement displays shall not exceed 6,000 cd/m<sup>2</sup> during daylight hours and 300 cd/m<sup>2</sup> during the hours of darkness, in accordance with the recommended maximum luminance values set out in Tables 10.4 and 10.5 of the Institution of Lighting Professionals - Professional Lighting Guide (PLG05): Brightness of Illuminated Advertisements including Digital Displays (or any equivalent values set out in a replacement guide). The daytime luminance shall also be automatically controlled to reflect ambient light conditions to ensure that the display is neither excessively bright nor too dim.

Reason: In the interests of amenity, public safety and to comply with Policies CS2 and CS19 of the Knowsley Local Plan Core Strategy adopted January 2016 and Saved Policy S10 of the Knowsley Replacement Unitary Development Plan adopted June 2006

## **SCHEDULE 1**

| <b>Date Received</b> | <b>Ref. No</b>      | <b>Version</b> | <b>Drawing/Document Title</b>                                                                               |
|----------------------|---------------------|----------------|-------------------------------------------------------------------------------------------------------------|
| <b>21/01/2026</b>    | <b>T4921 A4 050</b> | <b>B</b>       | <b>LOCATION PLAN – PROPOSED</b>                                                                             |
| <b>21/01/2026</b>    | <b>T4921 A4 051</b> | <b>B</b>       | <b>SITE PLAN – PROPOSED</b>                                                                                 |
| <b>27/08/2025</b>    | <b>T4921 A4 066</b> | <b>-</b>       | <b>SPECIFICATION - PROPOSED<br/>ELEVATIONS DIGITAL D6<br/>DISPLAY - DOUBLE SIDED -<br/>DISPLAYS A AND B</b> |

## **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: -

CS2 - Development Principles

CS19 - Design Quality and Accessibility in New Development

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

**KNOWSLEY LOCAL PLAN: CORE STRATEGY**

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.



**Executive Director - Regeneration and Economic Development**

**Date: 24 February 2026**

## 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.