



GERALDEVE
A NEWMARK COMPANY

Kevin Foster
Knowsley Metropolitan Borough Council
PO Box 26
Archway Road
Huyton
L36 9FB

No. 1 Marsden Street
Manchester M2 1HW
Tel. +44 (0)161 259 0450
geraldev.com

Our ref: DPA/JWI/JFAR/U0008399

Your ref:

30 June 2023

Dear Kevin,

Town and Country Planning Act 1990 (as amended) & Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended)

Land at the Former Cronton Colliery - Unit 01, Symmetry Park, Merseyside.

Please find enclosed an application for consent to display a advertisements submitted on behalf of Gerald Eve's client, Tritax Symmetry Merseyside 1 Limited ("the Applicant") on land at the Former Cronton Colliery, Cronton Road, L35 3SU, which is now known as Unit 01, Symmetry Park, Merseyside ("the Site").

The proposed description for the advertisements comprises:

"Erection of signage comprising one roof mounted logo, three fascia signs and three freestanding internally illuminated totem signs at Symmetry Park, Merseyside."

This application has been submitted electronically via the Planning Portal (reference: PP-12238865) and comprises the following documents:

- Advertisement consent application forms (signed and dated)
- Cover Letter prepared by Gerald Eve LLP
- Site Location Plan (ref: 18128_P1004 rev. A)
- Proposed Site Advertisement Plan (ref: 18128_P1001 rev E)

- Proposed Elevations (ref: 18128_P1002 rev C)
- Proposed Roof Plan (ref: 18128_P1003 rev B)
- Ascot Signage Detail (ref: 11456)

A payment has been made in the amount of £462, this being the requisite statutory application fee in this instance.

Background

A hybrid planning permission (ref: 20/00494/HYB) was granted by the Council on 4th March 2022 (“the Hybrid Permission”) for the redevelopment of the former Cronton Colliery comprising the following description of development:

“Hybrid planning application comprising: full application for the development of 161,900sqft (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) the development of up to 838,100sqft (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.”

Construction of Unit 01, within the full area of the Hybrid Permission, is nearing completion and as such the Applicant is seeking advertisement consent to display a number of illuminated and non-illuminated signs for branding purposes and to ensure adequate directional information is in situ prior to the unit commencing operation. Further detail on the specific signage proposed is provided below.

Proposal

As noted above, the Applicant proposes to install a number of signs within the full area of the Hybrid Permission. The proposed signage includes entrance, identification, branding and directional signage comprising totem signs at the main Site access and Unit 01 entrance as well as branding on the elevations and roof of Unit 01 following completion.

Details of the design, size, fixings and illumination are provided within the supporting submission material.

The proposal comprises the installation of the following sign types:

- 1no. high level small building identification sign (Sign Type 1)
- 2no. high level large building identification signs (Sign Type 2)
- 1no. roof mounted logo (Sign Type 3a)
- 2no. Site entrance internally illuminated free standing totem signs (Sign Type 4)

- 1no. internally illuminated free standing totem sign (Sign Type 7c)

Sign Types 1 and 2 comprise Tritax Symmetry's logo (three triangles). Sign Type 1 will be positioned on the south elevation of Unit 01, whilst Sign Type 2 will be positioned on the east and west elevations, as shown on the Proposed Elevations Plan (ref: 18128_P1002 rev C).

Sign Type 3a as detailed within the submitted Concept Group Signage Proposals, also comprises Tritax Symmetry's logo (three triangles). This sign will be mounted on the roof of Unit 01, as shown on the Proposed Roof Plan (ref: 18128_P1003 rev B).

Sign Type 4 comprises the main entrance sign to the Site, and it consists of a free standing, double-sided internally illuminated totem sign, which will stand to a height of 8m and includes the lettering 'Symmetry Park Merseyside'. Two of these signs will be placed at the site access point off Cronton Road, as shown on the Proposed Site Advertisement Plan (ref: 18128_P1001 rev E).

Sign Type 7c comprises an internally illuminated free standing totem sign with directional signposting and tenant branding comprising the lettering 'YODEL' (i.e. the occupier's name). One of these signs will be erected at the access to Unit 01, as shown on Proposed Site Advertisement Plan (ref: 18128_P1001 rev E).

Further details including the proposed materials, colours, heights and illumination levels are provided in the Concept Group Signage Proposals and the Ascot Signage Detail document (ref: 11456).

For the avoidance of doubt, and given the nature and purpose of the signs proposed, this application seeks to secure advertisement consent for the proposed signage indefinitely and it is requested that should advertisement consent be granted, no time limit or other restriction is imposed on that consent.

Legislative Framework and Planning Policy

The control of the display of advertisements is principally set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended).

This outlines that where a proposed development does not fall within Schedule 1 or 3 of the Regulations, express consent from the local planning authority is required. When assessing advertisement applications, Regulation 3 of The Town and Country (Control of Advertisements) Regulations 2007 confirms that such applications are subject only to control in the interests of 'amenity' and 'public safety':

- a) *factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;*
- b) *factors relevant to public safety include—*
 - i. *the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);*

- ii. *whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;*
- iii. *whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle."*

Paragraph 136 of the National Planning Policy Framework (2021) provides further guidance on the display of advertisements and states:

"The quality and character of places can suffer when advertisements are poorly sited and designed. A separate consent process within the planning system controls the display of advertisements, which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts."

The relevant local plan policy for the purposes of this application is the Knowsley Replacement UDP (2006) Saved Policy S10: Advertisements, which states:

"Proposals 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) *Where they would be within or adjacent to a Conservation Area, they would preserve or enhance the character and appearance of the area;*
- g) *Where they would be on or close to a Listed Building they would not adversely affect the special historic or architectural character of the building;*
- h) *Where they occur in the Green Belt they would respect the visual amenity of the countryside.*

Public Safety Considerations

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

Planning Commentary

As identified in the subsection above, the key considerations for this application are the proposal's impact on amenity and public safety. Each is considered below.

Amenity

In relation to amenity, the advertisements would be erected within the consented logistics park and are not within a sensitive area in landscaping or policy terms. They will not be erected in close proximity to existing homes or other land uses that may be affected by the erection of signage.

The design of the proposed signage is reflective of the design, scale and type of signage typically found on logistics units, and at the entrances and within the grounds of such sites. The signs are modest in scale in the context of Unit 01 which is of a substantial size and mass, totalling 15,041 m². The proposed colour palette and materiality is also in keeping with the approved external finish of Unit 01.

Sign types 4 and 7c will be internally illuminated. The illumination will be static, with levels under <600cd/m². Sign type 4 will be at the entrance to the Site, off Cronton Road and will identify the site to traffic using Cronton Road. However, the level of illumination proposed is considered to be acceptable and standard for its purpose and it does not comprise flashing or distracting lighting. Sign Type 7c is located well within the site boundary and will only be visible to staff and visitors. Again, the level of illumination proposed is not considered to be distracting or overbearing to staff and visitors.

The proposed signs are therefore appropriate to their context and would not be detrimental to the amenity of the area.

Public Safety

As mentioned, the internally illuminated signs will be static, and will not be excessively bright, thereby avoiding any adverse impact on sight lines or visibility for road users and maintaining highway safety. The entrance sign (type 4) is typical to the types of signs usually identifying industrial park entrances and will not be unexpected or distracting to passing vehicles.

The roof logo will be safely secured and mounted with U-channel sections and sticher screws, and the fascia signs on the elevations will be securely mounted with self-drilling tek screws. As such there will be no loose or overhanging elements which could pose a risk to public safety.

Overall, the proposed signage is deemed to be fully in accordance with the relevant planning policy and legislation for the display of advertisements.

Summary

The enclosed application for advertisement consent, submitted on behalf Tritax Symmetry Merseyside 1 Limited, seeks indefinite approval for the erection of signage comprising one roof mounted logo, three fascia signs and three freestanding internally illuminated totem signs for display at Symmetry Park, Merseyside.

The proposed signage is considered to be in accordance with the relevant Regulations and Development Plan policies and there are no other material considerations that might prevent advertisement consent from being granted.

I trust that you find the enclosed to be in order, but should you require any further information of clarification please contact either, Dominic Page or Jenna Wilks, of this office.

Yours sincerely,



Dominic Page

Partner

dpage@geraldeve.com
Direct tel. 0161 259 0477
Mobile 07557 973 907

CC – Matt Claxton – Tritax Symmetry