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Our Ref. JOB001666

Planning Services
Knowsley MBC
PO Box 26
Archway Road
Huyton
L36 9YU

29 January 2025

Dear Sir/ Madam,

**ACADEMY BUSINESS PARK, LEES ROAD, KNOWSLEY INDUSTRIAL PARK, KIRKBY, KNOWSLEY,
L33 7SA**

**TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007:
APPLICATION FOR CONSENT TO FOR NEW SIGNAGE**

On behalf of our Client, PLK Chicken UK Ltd ('the Applicant'), we hereby apply to Knowsley MBC for consent to display a series of advertisements at Academy Business Park, Lees Road, Kirkby, Knowsley, L33 7SA (the 'Site'). The application relates to the erection of signage to support the incoming tenant Popeyes at Academy Business Park.

In accordance with the Town and Country Planning (Development Management Procedure) Order 2015, the documents which comprise the application include the following:

- Application Cover Letter dated 29 January 2025;
- Application Forms and Certificates signed and dated 29 January 2025;
- Drawing Ref. 1373-PL-2001 'Site Location Plan'
- Schedule of Proposed Signs, prepared by Montagu Evans;
- Proposed External Alterations Plan ref. 23.0233-A-DR-TD-20-251 rev C, prepared by @ Architect (UK) Ltd;
- Proposed External Signage Plan ref. 23.0233-A-DR-TD-01-102 rev D, prepared by @ Architect (UK) Ltd; and
- Proposed External Remote Signs Wider Area Plan ref. 23.023-A-DR-TD-01-108 rev B, prepared by @ Architect (UK) Ltd.

The application has been submitted via the Planning Portal, under reference **PP-13704401**. The requisite application fee of £648.00 has been made via an electronic payment at the time of submission, including the associated administration fee.

SITE AND SURROUNDINGS

The Site falls within the boundary of Knowsley Metropolitan Borough Council, within the Academy Business Park which is part of a broader employment area, Knowsley Industrial Park. It is located approximately 1.3km east of Kirkby and 1.0km west of Knowsley/ The M57 J4 and A580 are 1.5km to the South of the Site, providing access to the motorway and trunk road network.

Academy Business Park is a modern commercial and employment area that offers a range business / trade as well as food and beverage provision, including a Costa Coffee drive thru and Wendys drive thru.

PROPOSALS SUBJECT OF THIS APPLICATION

This application seeks consent to display drive through lane and building signage to reflect the branding of the incoming tenant, Popeyes, consistent with the national approach adopted in all equivalent stores. The proposal comprises an array of sign types, both attached to the building itself and external signage within its curtilage to landmark the new premise and to enable the operational requirements of Popeyes.

The proposed advertisements comprise a Totem; Wayfinding; Pre-Reader Menus; Height Restrictors; an Order Canopy; Double Menu; signage for a Portable Collection Bay, Waiting Bay and Disabled Bay, Banner Frames and Fascia all necessary to facilitate a drive through unit, as well as building signs to reflect the Popeyes brand.

Full details of the proposed signage are included in the submitted plans prepared by @ Architect (UK) Ltd, and the submitted Schedule of Proposed Signs.

The technical drawings within the submitted plans and Schedule of Proposed Drawings provide the following information:

1. The dimensions of the signs themselves and individual font and logo sizes;
2. Proposed materials, colours and methods of fixing and foundations;
3. Details of the illumination.

PLANNING & LEGISLATIVE CONTEXT AND ASSESSMENT

Section 38(6) of the Planning and Compulsory Purchase Act 2004 states that planning applications should be determined in accordance with the relevant development plan unless material considerations dictate otherwise. The Development Plan for the South Bucks area of Buckinghamshire Council continues to comprise the following documents:

- Knowsley Local Plan Core Strategy (adopted January 2016)
- Saved Policies from the Knowsley Replacement Unitary Development Plan (adopted June 2006)

Saved Policy S10 (Advertisements) of the Knowsley Replacement Unitary Development Plan 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; and

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.”

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended) ('the Advertisement regulations') are also a material consideration for the consideration of the application. Part 1 Regulation 3 of the Advertisement Regulations state that the only issues to be considered in the determination of advertisement applications are amenity and public safety.

In respect of amenity, Regulation Part 2a of the Advertisement Regulations states:

“factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest.”

In respect of public safety, Regulation Part 2b of the Advertisement Regulations states that 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 or 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.”*

All of the proposed signage is located within the wider site and are proposed in order to landmark the premises. The proposed design of advertisements, including the colours, illumination and tones, are not overbearing. The advertisement design is considered to be entirely appropriate in terms of height, location and scale, having regard to the function of the commercial operations that characterise the Site. In the context of its setting, the signage will remain in keeping with the commercial nature of the surrounding area, with no impact on the amenity of any residential properties. Therefore, the design and scale of the signage is acceptable in terms of amenity and public safety and should therefore be considered favourably by the Council.

In respect of safety, the proposed amendments to the totem will not result in an impact on highway safety. Therefore, we consider the proposed advertisements to be non-contentious with relation to the requirement to protect public safety.

SUMMARY AND CONCLUSIONS

This application seeks advertisement consent for amendments for a series of advertisements at Academy Business Park, Lees Road, Kirkby, Knowsley, L33 7SA, to support the incoming tenant popeyes and enable their operational requirements, including the facilitation of a drive thru on the Site.

This Cover Letter has considered the proposed advertisements against guidelines set out in national and local policy, concluding that the proposal will pose no harm to the visual amenity and will not prejudice public safety. They therefore satisfy the requirements of the Advertisement Regulations and Saved Policy S10 of the Knowsley Replacement Unitary Development Plan, and should therefore be supported by the Council.



We trust that you have sufficient information to validate and consider the application, and we look forward to receiving confirmation of validation shortly. However, if you do have any queries or require any additional information, please do not hesitate to contact Tommy Cooney (tommy.cooney@montagu-evans.co.uk) or Matthew Gray (matthew.gray@montagu-evans.co.uk) at these offices.

Yours faithfully,

Montagu Evans LLP

Enc.