



**REGENERATION AND ECONOMIC
DEVELOPMENT**

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

CONSENT TO DISPLAY ADVERTISEMENTS

Application No: 25/00051/ADV

Name and address of applicant

PLK Chicken UK Ltd
C/O Agent

Name and address of agent

Montagu Evans
70 St Mary Axe
London
EC3A 8BE

Date of Receipt: 29 January 2025

Date Valid: 20 February 2025

Address/Location Of Development

Academy Business Park
Lees Road
Knowsley Industrial Park
Kirkby
Knowsley
L33 7SA

Nature And Particulars Of Application

RETENTION OF SIGNAGE COMPRISING: 1 NO. 8 M HIGH TOTEM DISPLAYING 4 NO. INTERNALLY ILLUMINATED SIGNS; 1 NO. INTERNALLY ILLUMINATED HEIGHT RESTRICTOR SIGN; 3 NO. INTERNALLY ILLUMINATED WAYFINDING SIGNS; 2 NO. INTERNALLY ILLUMINATED CANOPY SIGNS; 5 NO. INTERNALLY ILLUMINATED FASCIA SIGNS; 2 NO. INTERNALLY ILLUMINATED ROUNDEL SIGN; 2 NO. EXTERNALLY ILLUMINATED SINGLE MENU BOARDS; 2 NO. EXTERNALLY ILLUMINATED DOUBLE MENU BOARDS; 8 NO. NON-ILLUMINATED ALUMINIUM PANEL BAY SIGNS; 3 NO. NON-ILLUMINATED BANNER SIGNS; 3 NO. NON-ILLUMINATED VINYL GRAPHIC SIGNS; 1 NO. NON-ILLUMINATED FROSTED VINYL MANIFESTATION SIGN

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 maximum luminance of the advertisements shall not exceed levels in accordance with guidance set out in the Institute of Lighting Professionals (ILP) Technical Note 5 "The Brightness of Illuminated Advertisements including Digital Displays" (PLG05/23).

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
10/04/2025	23.0233-A-DR-PL-01-200	Rev. A	PROPOSED SITE SIGNAGE PLAN
10/04/2025	23.0233-A-DR-PL-20-250	Rev. A	PROPOSED EXTERNAL ELEVATIONS
20/02/2025	-	-	SITE LOCATION PLAN (1:1250)
10/04/2025	-	-	SCHEDULE OF PROPOSED SIGNS APRIL 2025

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:-

Shopfronts and Signage Design SPD (2016)

National Planning Policy Framework

KNOWSLEY LOCAL PLAN: CORE STRATEGY

CS2 - Development Principles

CS19 - Design Quality and Accessibility in New Development

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

EC3 - Primarily Industrial Areas

DQ3 - Gateway Sites and Corridors

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 (Maxine Wishart on 0151 443 2319)

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

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.

NOTE FOR APPLICANT: The applicant's attention is drawn to the following comments;

1. The comments of Cadent in their attached email (and plan) dated 7 March 2025.



Executive Director - Regeneration and Economic Development

Date: 15 April 2025

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.

Date: 06/03/2025

LinesearchbeforeUdig ref: 36535943

Your ref: 25/00051/ADV (DE)

Dear Sir/Madam,

Your planning application – No objection, informative note required

We have received a notification from the LinesearchbeforeUdig (LSBUD) platform regarding a planning application that has been submitted which is in close proximity to our medium and low pressure assets. We have no objection to this proposal from a planning perspective, however we need you to take the following action.

What you need to do

To prevent damage to our assets or interference with our rights, please add the following **Informative Note** into the **Decision Notice**:

Cadent Gas Ltd own and operate the gas infrastructure within the area of your development. There may be a legal interest (easements and other rights) in the land that restrict activity in proximity to Cadent assets in private land. The applicant must ensure that the proposed works do not infringe on legal rights of access and or restrictive covenants that exist.

If buildings or structures are proposed directly above the apparatus the development may only take place following diversion of the apparatus. The applicant should apply online to have apparatus diverted in advance of any works, by visiting cadentgas.com/diversions

Prior to carrying out works, including the construction of access points, please register on www.linesearchbeforeudig.co.uk to submit details of the planned works for review, ensuring requirements are adhered to.

Your responsibilities and obligations

Cadent may have a Deed of Easement on the pipeline, which provides us with a right of access for a number of functions and prevents change to existing ground levels, storage of materials. It also prevents the erection of permanent/temporary buildings, or structures. If necessary Cadent will take action to legally enforce the terms of the easement.

This letter does not constitute any formal agreement or consent for any proposed development work either generally or related to Cadent's easements or other rights, or any planning or building regulations applications.

Cadent Gas Ltd or their agents, servants or contractors do not accept any liability for any losses arising under or in connection with this information. This limit on liability applies to all and any claims in contract, tort (including negligence), misrepresentation (excluding fraudulent misrepresentation), breach of statutory duty or otherwise. This limit on liability does not exclude or restrict liability where prohibited by the law nor does it supersede the express terms of any related agreements.

If you need any further information or have any questions about the outcome, please contact us at plantprotection@cadentgas.com or on 0800 688 588 quoting your reference at the top of this letter.

Kind Regards,

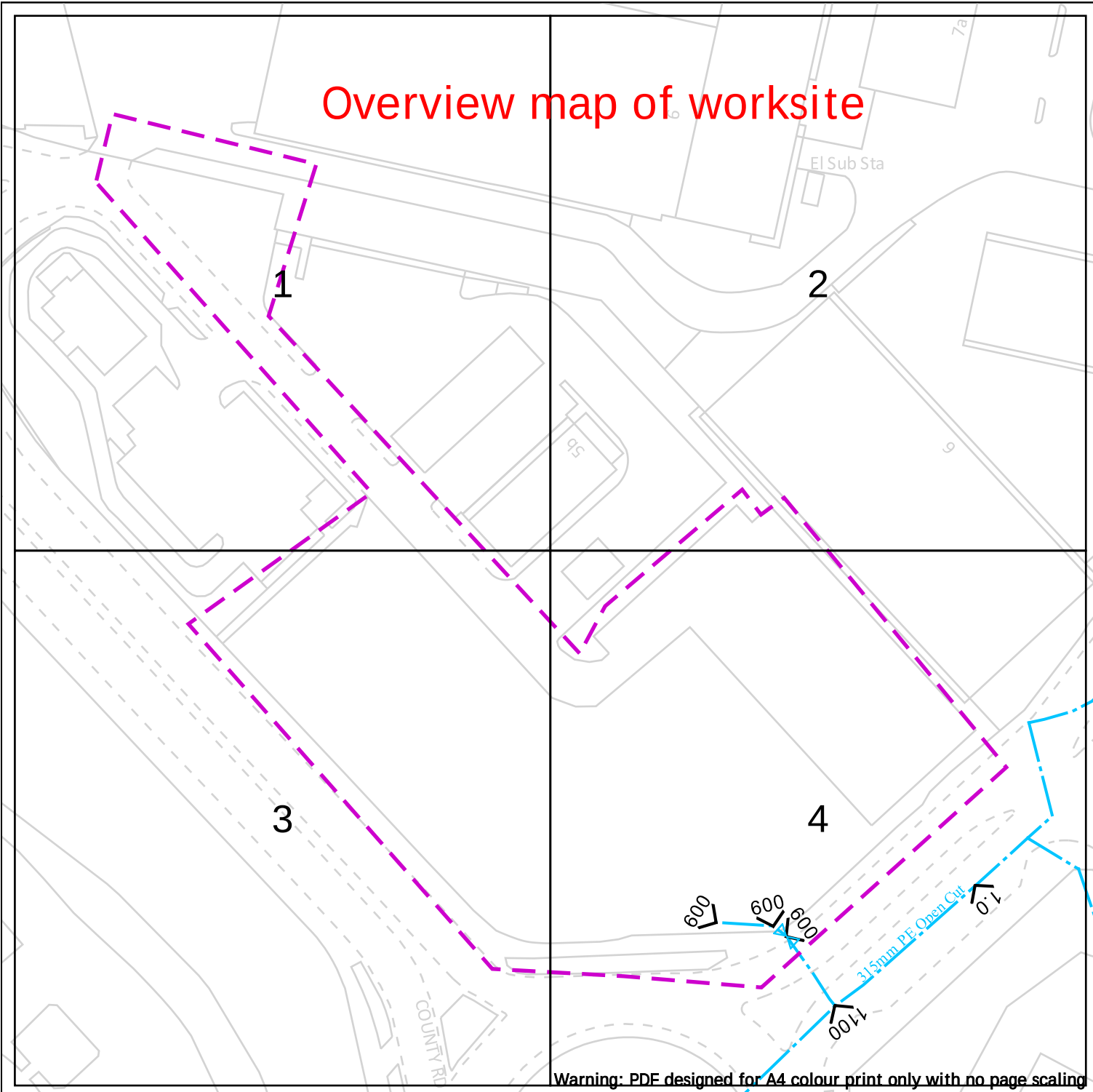
Plant Protection Team

T: 0800 688 588

plantprotection@cadentgas.com

cadentgas.com

Overview map of worksite



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Cadent
Your Gas Network

Dig Sites

Area:



Line:



LP Mains



MP Mains



IP Mains



LHP Mains



Valve



Depth of cover



Syphon



Diameter Change



Material Change



Out of Standard Service

Where an out-of-standard service is present please contact plant protection 0800 688 588 for further information.

Out-of-standard service symbology may be used to indicate one or more of the following:

- Identification of shallow services
- Identification of dual services
- Recording of non-perpendicular services

A perpendicular service/connection is laid in a straight line from the entry point at the property to the connection at the main – this includes a pipe that has a perpendicular connection and is not straight but does not deviate more than 1m off centre line.

Date Requested: 06/03/2025
Job Reference: 36535943
Site Location: 342514 398062
Requested by: Miss Dolapo Esan

Your Scheme/Reference:
25/00051/ADV (DE)

View extent: 100m, 100m

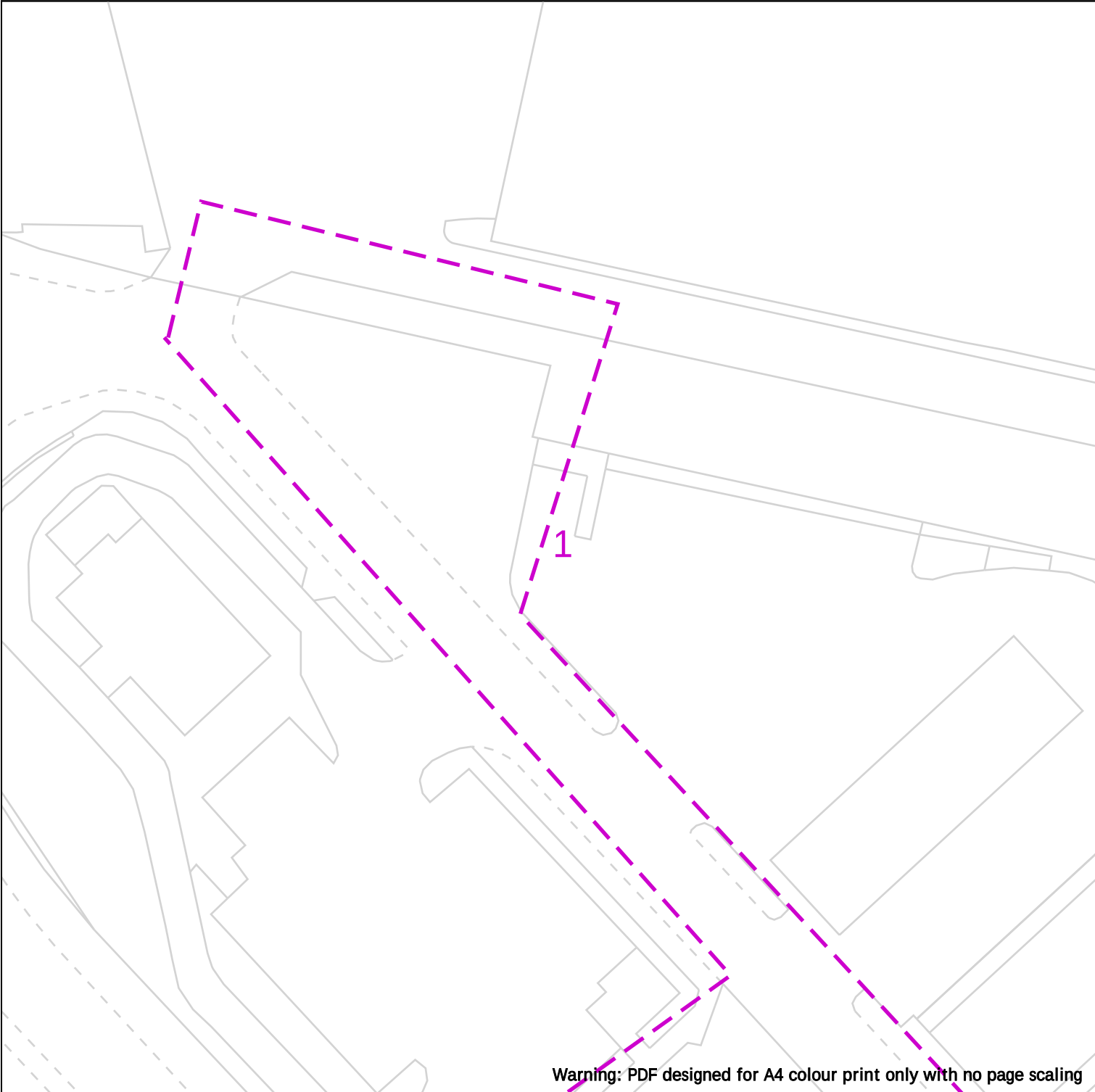
IMPORTANT NOTICES

This plan shows these pipes owned by Cadent Gas Limited in its role as a Licensed Gas Transporter (GT). Gas pipes owned by other GT's or otherwise privately owned may be present in this area. Information with regards to such pipes should be obtained from the relevant owners. The information shown on this plan is given without warranty, the accuracy thereof cannot be guaranteed. Service pipes, valves, syphons, stub connections etc. are not shown but their presence should be anticipated. No liability of any kind whatsoever is accepted by Cadent Gas Limited or their agents, servants or contractors for any errors or omission. Safe digging practices, in accordance with HS(G)47, must be used to verify and establish the actual position of mains, pipes, services and other apparatus on site before any mechanical plant is used. It is your responsibility to ensure that this information is provided to all persons (either direct labour or contractors) working for you on or near gas apparatus. The information included on this plan should not be referred to beyond a period of 28 days from the date of issue.

In case of emergency call - 0800 111 999

Scale: 1:1025 (When plotted at A4)

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Your Gas Network

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Job Reference: 36535943
Site Location: 342514 398062
Requested by: Miss Dolapo Esan

Your Scheme/Reference:
25/00051/ADV (DE)

View extent: 100m, 100m

Scale: 1:500 (When plotted at A4)



25m

Dig Sites	Area:	Line:
	LP Mains	
	MP Mains	
	IP Mains	
	LHP Mains	

	Valve		Diameter Change
	Depth of cover		Material Change
	Syphon		Out of Standard Service

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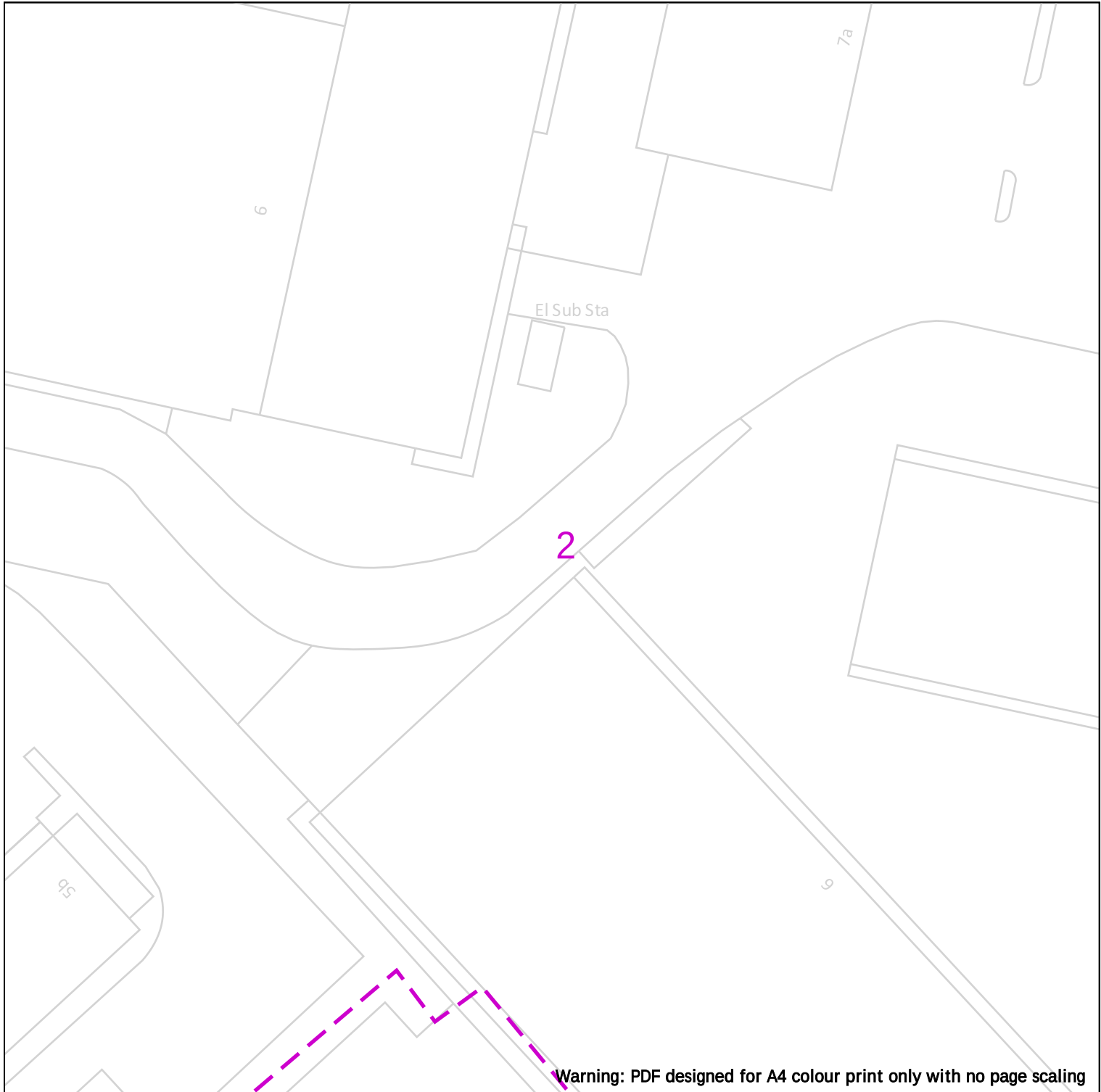
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Dig Sites

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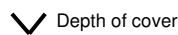
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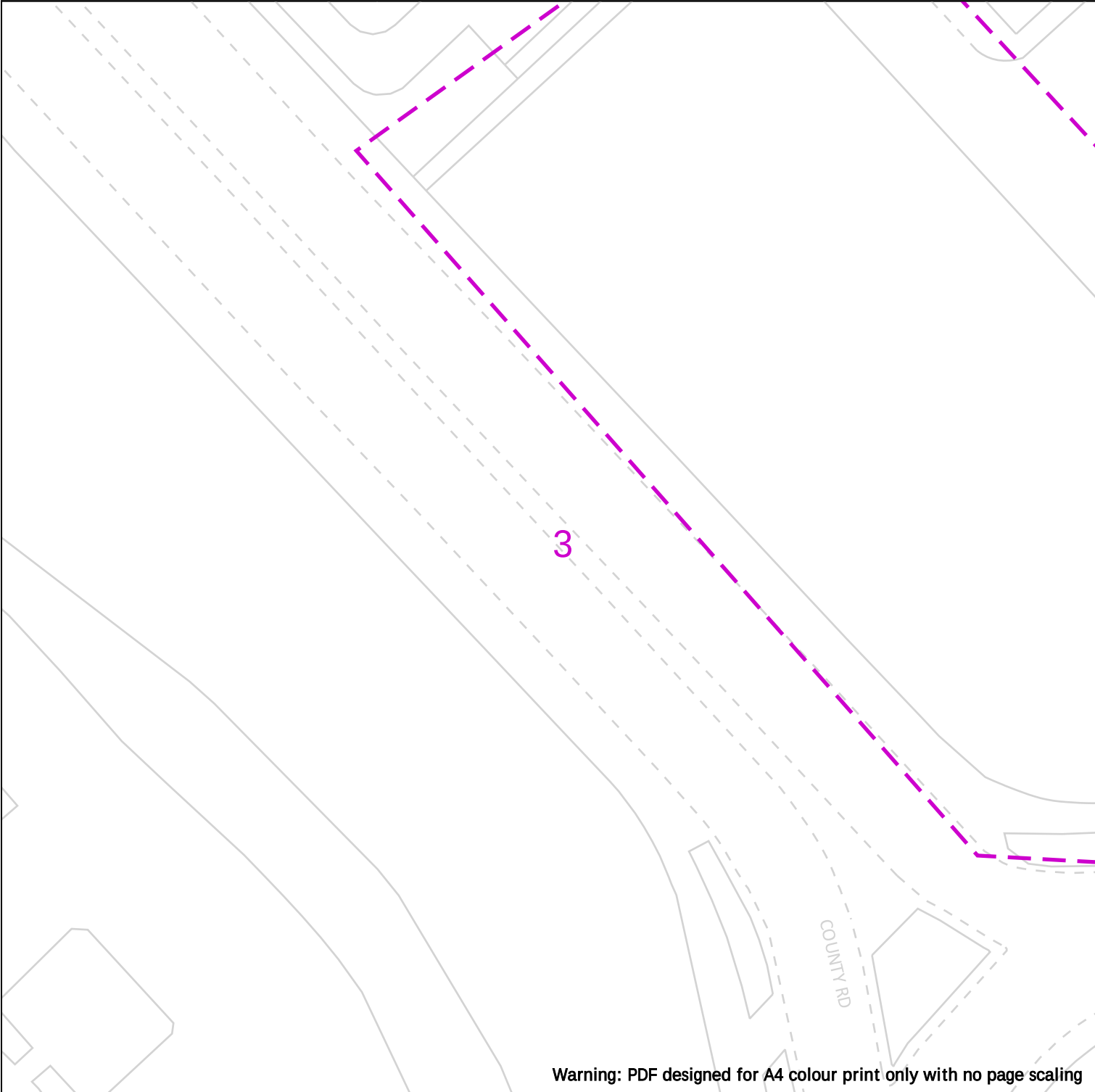
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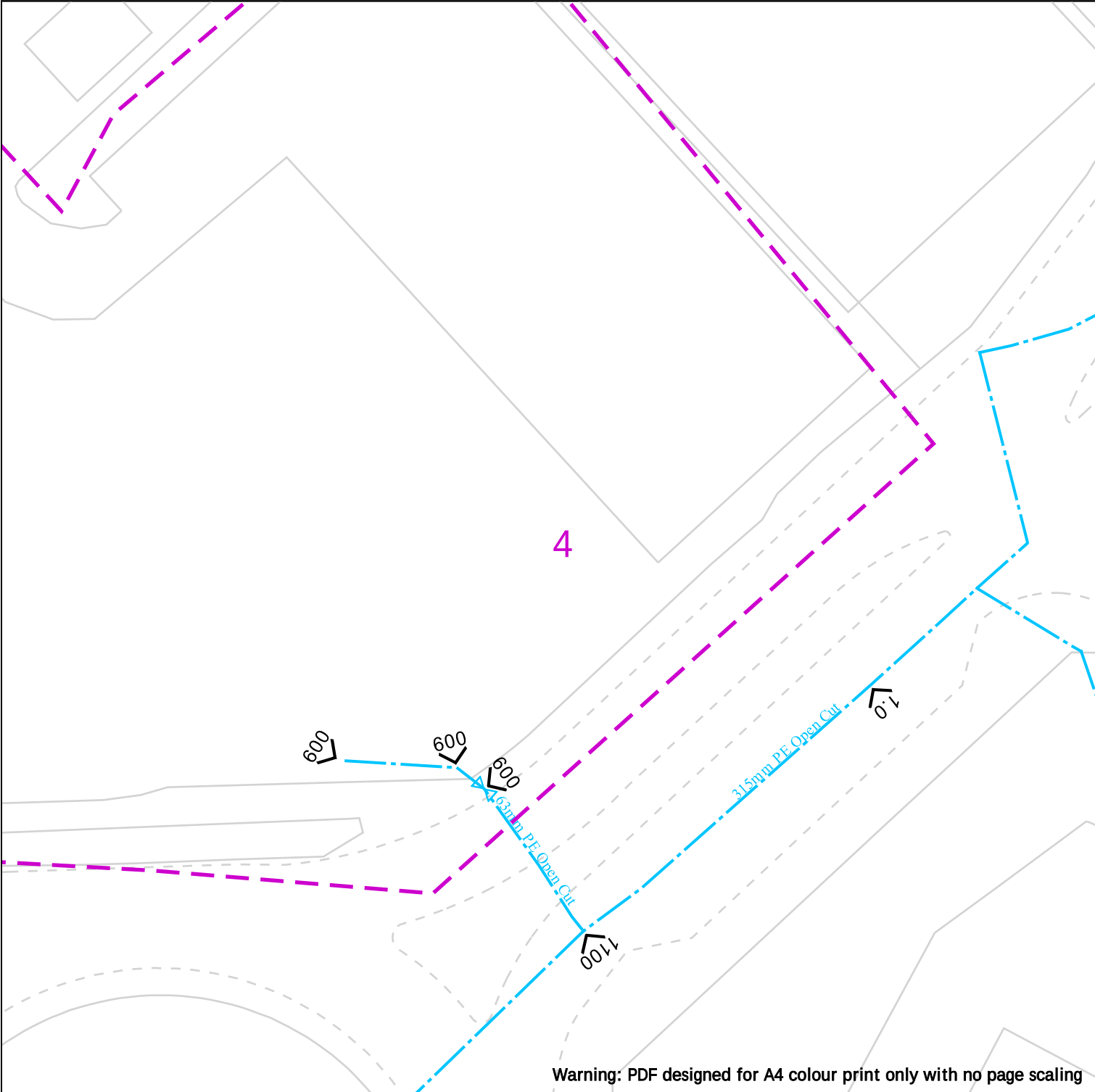
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