METROPOLITAN BOROUGH OF KNOWSLEY

TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 1992

CONSENT TO DISPLAY ADVERTISEMENTS

Application No: 00/00502/ADV
Date of Receipt: 02.08.2000
Date Valid: 22.08.2000

Name and address of applicant
Brookhouse Group Ltd
Russell House
94/96 Chapel Road
Sale,Cheshire.
M33 7DX

Name and address of agent
Cassidy And Ashton
7 East Cliff
Preston
PR1 3JE

Address or location of development
Cables Retail Park Manchester Road/Sewell Street Prescot Knowsley Merseyside

Nature and particulars of application
INSTALLATION OF 1NO INTERNALLY ILLUMINATED CENTRAL FEATURE SIGN AND 1NO EXTERNALLY ILLUMINATED MAIN TENANTS SIGN.TOGETHER WITH LETTERING TO FEATURE FENCE.

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):

NOTE FOR APPLICANT: The applicant's attention is drawn to the attached guidance note regarding the maximum limit of luminance permitted by this consent.

[redacted]
Director Of Planning And Development

Date: 03.11.2000

MUNICIPAL BUILDINGS
ARCHWAY ROAD
HUYTON, MERSEYSIDE L36 9FB

STANDARD CONDITIONS

(1) Any advertisement displayed, and any site used for the display of advertisements shall be maintained in a clean and tidy condition to the reasonable satisfaction of the local planning authority.

(2) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

(3) Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the local planning authority.

(4) No advertisement shall be sited or displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

(5) No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

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 and 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.

(d) Where the local planning authority grant consent subject to condition, the applicant may by notice given in writing within 8 weeks of receipt of this notice or such longer period as the Secretary of State may allow. Appeal to the Secretary of State for the Environment Transport and the Regions in accordance with Regulation 15 of the Town and Country Planning (Control of Advertisements) Regulation 1992. The Secretary of state is not required to entertain such an appeal if it appears to him, having regard to the provisions of the regulations that consent for the display of advertisements in respect of which application was made, could not have been granted by the local planning authority otherwise than subject to the condition imposed by them.