

Application for consent to display an advertisement(s).  
Town and Country Planning (Control of Advertisement) Regulations 2007

**Publication of applications on planning authority websites.**

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website.  
If you require any further clarification, please contact the Authority's planning department.

**1. Applicant Name, Address and Contact Details**

Title:		First Name:		Surname:	Liverpool FC & Athletics Grounds Ltd
Company name:	Liverpool FC & Athletics Grounds Ltd				
Street address:	Liverpool Football Club				
	Anfield Road			Telephone number:	
				Mobile number:	
Town/City:	LIVERPOOL			Fax number:	
Country:				Email address:	
Postcode:	L4 0TH				
Are you an agent acting on behalf of the applicant?					
<input checked="" type="radio"/> Yes <input type="radio"/> No					

**2. Agent Name, Address and Contact Details**

Title:		First Name:	Sarah	Surname:	Jones
Company name:	Turley				
Street address:	Turley				
	1 New York Street			Telephone number:	01612337676
				Mobile number:	
Town/City:	Manchester			Fax number:	
Country:				Email address:	
Postcode:	M1 4HD			sarah.jones@turley.co.uk	

### 3. Site Address Details

Full postal address of the site (including full postcode where available)

House:  Suffix:

House name:

Street address:

Town/City:

Postcode:

Description of location or a grid reference  
(must be completed if postcode is not known):

Easting:

Northing:

Description:

New Club Store - Walton Breck Road

### 4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☐ Yes ☒ No

### 5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☐ Yes ☒ No

### 6. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

☐ Yes ☒ No

### 7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Erection of Four Fascia Signs - to Main Entrance, Kiosk Access and Club Branding

How many of the following type of advertisements are you applying for?

Fascia sign(s)  Projecting or hanging sign(s)  Hoarding(s)  Other

### 8. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☐ Yes ☒ No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☐ Yes ☒ No ☐ Not Applicable

Will the proposed advertisement(s) project over a footpath or other public highway?

☐ Yes ☒ No

## 9. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From: 22/05/2017

To: 22/05/2022

## 10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes ☐ No

## 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.43 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.10 m

What are the dimensions of the proposed advertisement?

Height: 3.60 x

Width: 2.00 x

Depth: 0.10 metres

What materials will the sign be made of?

Back lit box light ( Spec as per WSQ store and L1 Store), Aluminium trays sprayed black satin finish, letter & crest cut-outs will be covered internally with clear acrylic

What is the maximum height of any of the individual letters and symbols (in centimetres)?

360 cm

The colour of text and background:

Black and Gold Pantone refs: LFC Gold Metallic – PMS 871 / LFC Gold Non Metallic – PMS 4505

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

267.00 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

## 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?

3.93 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.00 m

What are the dimensions of the proposed advertisement?

Height: 0.50 x

Width: 2.30 x

Depth: 0.10 metres

What materials will the sign be made of?

Back lit box light (Aluminium trays sprayed black satin finish, letter & crest cut-outs will be covered internally with clear acrylic). Displayed internally

What is the maximum height of any of the individual letters and symbols (in centimetres)?

500 cm

The colour of text and background:

Black and Gold (Pantone refs: LFC Gold Metallic – PMS 871 / LFC Gold Non Metallic – PMS 4505)

Will the sign be illuminated?

☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels:

267.00 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?	<input type="text" value="2.60"/>	m	
What is the maximum projection of the advertisement from face of building (in metres)?	<input type="text" value="0.10"/>	m	
What are the dimensions of the proposed advertisement?	Height: <input type="text" value="0.70"/> x	Width: <input type="text" value="4.20"/> x	Depth: <input type="text" value="0.10"/> metres
What materials will the sign be made of?			
<div>Back lit box light ( Spec as per WSQ store and L1 Store), – Aluminium trays sprayed black satin finish, letter &amp; crest cut-outs will be covered internally with clear acrylic</div>			
What is the maximum height of any of the individual letters and symbols (in centimetres)?	<input type="text" value="500"/>	cm	
The colour of text and background:			
<div>Black and Gold</div>			
Will the sign be illuminated?	<input checked="" type="radio"/> Yes <input type="radio"/> No		
Will the sign be illuminated internally or externally?	<input checked="" type="radio"/> Internally <input type="radio"/> Externally		
Illuminance Levels:	<input type="text" value="267.00"/>	cd/m	
Will the illumination be static or intermittent?	<input checked="" type="radio"/> Static <input type="radio"/> Intermittent		

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?	<input type="text" value="2.60"/>	m	
What is the maximum projection of the advertisement from face of building (in metres)?	<input type="text" value="0.10"/>	m	
What are the dimensions of the proposed advertisement?	Height: <input type="text" value="0.70"/> x	Width: <input type="text" value="4.20"/> x	Depth: <input type="text" value="0.10"/> metres
What materials will the sign be made of?			
<div>Back lit box light - Aluminium Trays sprayed black satin finish, letter and crest cut outs will be covered internally with clear acrylic</div>			
What is the maximum height of any of the individual letters and symbols (in centimetres)?	<input type="text" value="500"/>	cm	
The colour of text and background:			
<div>Black and Gold . Pantone refs: LFC Gold Metallic – PMS 871 / LFC Gold Non Metallic – PMS 4505</div>			
Will the sign be illuminated?	<input checked="" type="radio"/> Yes <input type="radio"/> No		
Will the sign be illuminated internally or externally?	<input type="radio"/> Internally <input type="radio"/> Externally		
Illuminance Levels:	<input type="text" value="267.00"/>	cd/m	
Will the illumination be static or intermittent?	<input checked="" type="radio"/> Static <input type="radio"/> Intermittent		

### 12. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?	<input checked="" type="radio"/> Yes <input type="radio"/> No	
If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)		
<input checked="" type="radio"/> The agent	<input type="radio"/> The applicant	<input type="radio"/> Other person

### 13. Declaration

I/we hereby apply for planning permission/consent as described in this form and the accompanying plans/ drawings and additional information. I/we confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.	<input checked="" type="checkbox"/>	Date	<input type="text" value="04/04/2017"/>
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