



The City of Liverpool

www.liverpool.gov.uk • Planning & Building Control, Municipal Buildings, Dale Street, L2 2DH • 0151 233 3021

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:	Mr	First name:		Surname:			
Company name	STEINHOFF UK						
Street address:	FESTIVAL HOUSE			Country Code	National Number	Extension Number	
	JESSOP HOUSE			Telephone number:			
				Mobile number:			
Town/City	CHELTENHAM			Fax number:			
County:	GLOS			Email address:			
Country:	United Kingdom						
Postcode:	GL50 3SH						
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:	Mrs	First Name:	Sandy	Surname:	Walker		
Company name:	Greens the Signmakers Limited						
Street address:	Greens the Signmakers Limited Brigh			Country Code	National Number	Extension Number	
				Telephone number:	01482 621860		
				Mobile number:			
Town/City	Hull			Fax number:			
County:	Humberside			Email address:			
Country:	United Kingdom						
Postcode:	HU3 4UW				sandy@greens-signmakers.co.uk		

3. Site Address Details

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

House:	<input type="text"/>	Suffix:	<input type="text"/>
House name:	<input type="text" value="Unit K2"/>		
Street address:	<input type="text" value="New Mersey Retail Park"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="Liverpool"/>		
County:	<input type="text" value="Liverpool"/>		
Postcode:	<input type="text" value="L24 8QB"/>		

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

Easting:	<input type="text" value="341614"/>
Northing:	<input type="text" value="383959"/>

Description:

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):

2 NO. INTERNALLY LED ILLUMINATED FLEXIBLE SKIN BOX SIGNS WITH ONLY LETTERS TO ILLUMINATE.
1 NO. TO FRONT ELEVATION
1 NO. TO REAR ELEVATION

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

Fascia sign(s)	<input type="text" value="2"/>	Projecting or hanging sign(s)	<input type="text" value="0"/>	Hoarding(s)	<input type="text" value="0"/>	Other	<input type="text" value="0"/>
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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:	<input type="text" value="02/09/2015"/>	To:	<input type="text" value="02/09/2020"/>
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10. Interest in the Land

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

☐ Yes ☒ No

If No, has the permission of the owner or any other person entitled
to give permission for the display of an advertisement been obtained?

☒ 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)?

4.800 m

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

0.165 m

What are the dimensions of the proposed advertisement?

Height: 3.000 x Width: 9.300 x Depth: 0.165 metres

What materials will the sign be made of?

ALUMINIUM BOX WITH INTERNAL LED ILLUMINATION AND FLEXIBLE SKIN FACES DECORATED IN VINYL

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

0.100 cm

The colour of text and background:

GREY AND PURPLE GROUND WITH WHITE DETAILS

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally? ☒ Internally ☐ Externally

Illuminance Levels: 160.000 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)?

3.900 m

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

0.165 m

What are the dimensions of the proposed advertisement?

Height: 3.000 x Width: 6.000 x Depth: 0.165 metres

What materials will the sign be made of?

ALUMINIUM BOX WITH INTERNAL LED ILLUMINATION WITH FLEXIBLE SKIN FACE DECORATED IN VINYL

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

0.090 cm

The colour of text and background:

GREY AND PURPLE GROUND WITH WHITE DETAILS

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally? ☒ Internally ☐ Externally

Illuminance Levels: 160.000 cd/m

Will the illumination be static or intermittent? ☒ Static ☐ Intermittent

12. Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

☒ Yes ☐ No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact? (Please select only one)

☒ The agent ☐ The applicant ☐ 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.



Date

02/09/2015