



Knowsley Council

Website: www.knowsley.gov.uk/environment/planningandbuilding/

Directorate of Regeneration and Neighbourhoods
Housing, Planning and Building Control
PO Box 26
Archway Road
Huyton Knowsley
Merseyside L36 9FB

Tel: (0151) 443 2381

Application for Consent to Display an Advertisement(s)

Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

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.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x)	Northing (y)
343442	396952

Description

Land West of Coopers Lane, Knowsley Industrial Park, Kirkby, Knowsley, L33 7UA

Applicant Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

Mrs

First name

Katie

Surname

Howarth

Company Name

Lichfields

Address

Address line 1

Ship Canal House

Address line 2

98 King Street

Address line 3

Town/City

Manchester

County

Country

Postcode

M2 4WU

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Please see covering letter

Advertisement Type:

Other type

Height:

2.167 metres

Width:

0.853 metres

Depth:

1.08 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Single sided PPC aluminium housing panel with internally mounted digital media on steel support post

The colour of text and background:

Grey RAL 7022

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Intermittent

Advertisement Type:

Other type

Height:

2.167 metres

Width:

1.648 metres

Depth:

1.08 metres

What is the height from the ground to the base of the advertisement?:

0 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Single sided PPC aluminium housing panels with internally mounted digital media on steel support post.

The colour of text and background:

Grey RAL 7022

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Intermittent

Advertisement Type:

Other type

Height:

2.06 metres

Width:

4.82 metres

Depth:

0.15 metres

What is the height from the ground to the base of the advertisement?:

0.9 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

60 centimetres

What materials will the advertisement be made of?:

PPC punch steel panel with 'McDonalds' wording. Sheet steel support and steel base

The colour of text and background:

Green (Dulux 90YY 07/93) and Dark Grey RAL 7022

Will the advertisement be illuminated?:**Advertisement Type:**

Fascia Sign

Height:

1.2 metres

Width:

9.002 metres

Depth:

0.1 metres

What is the height from the ground to the base of the advertisement?:

4.095 metres

What is the maximum projection of the advertisement from the face of the building?:

0.1 metres

What is the maximum height of any of the individual letters and symbols?:

100 centimetres

What materials will the advertisement be made of?:

White acrylic 'McDonald's' text

The colour of text and background:

White

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.4 metres

Width:

1.6 metres

Depth:

0.1 metres

What is the height from the ground to the base of the advertisement?:

4.74 metres

What is the maximum projection of the advertisement from the face of the building?:

0.1 metres

What is the maximum height of any of the individual letters and symbols?:

1.4 centimetres

What materials will the advertisement be made of?:

Yellow acrylic McDonald's 'Golden Arch' logo sign

The colour of text and background:

Yellow

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.255 metres

Width:

0.35 metres

Depth:

0.03 metres

What is the height from the ground to the base of the advertisement?:

0.15 metres

What is the maximum projection of the advertisement from the face of the building?:

0.03 metres

What is the maximum height of any of the individual letters and symbols?:

0 centimetres

What materials will the advertisement be made of?:

Single sided PPC aluminium housing panel with internally mounted digital media fixed to Cash Booth Window.

The colour of text and background:

Grey RAL 7022

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

1600 cd/m²

Will the illumination be static or intermittent?:

Intermittent

Advertisement Type:

Other type

Height:

12 metres

Width:

1.92 metres

Depth:

0.35 metres

What is the height from the ground to the base of the advertisement?:

7.5 metres

What is the maximum projection of the advertisement from the face of the building?:

0 metres

What is the maximum height of any of the individual letters and symbols?:

150 centimetres

What materials will the advertisement be made of?:

PPC Aluminium Totem Sign in RAL 6015 and Timber effect, with moulded Yellow acrylic internally illuminated "Golden Arch" to both sides.
'Drive Thru' appendage is internally illuminated.

The colour of text and background:

Khaki Green RAL 6015, Timber, Yellow, White & Red

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

600 cd/m²

Will the illumination be static or intermittent?:

Static

Please describe each of the 'Other type(s)' of advertising proposed

1 no. Digital Unit Single Screen [853(W) x 108(D) x 2167(H)]
3 no. Digital Unit Double Screens [1648(W) x 108(D) x 2167(H)]
3 no. Double Sided Banner Unit [4820(W) x 150(D) x 2060(H)]
1 no. single digital 're-connect' screen [350(W) x 30(D) x 255(H)]
1 no. totem signage [1920(W) x 350(D) x 12000(H)]

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

Advertisement(s) Period

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

From Date

14/05/2023

To Date

14/05/2028

Neighbour and Community Consultation

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

- ☐ Yes
☒ No

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?

- ☒ The agent
☐ The applicant
☐ Other person

Pre-application Advice

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

- ☐ Yes
☒ No

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

Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

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

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- ☐ Yes
- ☒ No

Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and 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 persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Henry Mackenzie

Date

12/05/2023