



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

1 Cables Retail Park

Address Line 1

Steley Way

Address Line 2

Address Line 3

Knowsley

Town/city

Prescot

Postcode

L34 5NQ

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

Easting (x)

346709

Northing (y)

392500

Description

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

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

New internally illuminated fascia signage
New internally applied window graphics
New graphics for existng landlord totem

Advertisement Type:

Fascia Sign

Height:

1.84 metres

Width:

10.88 metres

Depth:

0.08 metres

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

2.67 metres

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

0.08 metres

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

91.8 centimetres

What materials will the advertisement be made of?:

Folded 3mm aluminium panels powder coated black RAL 9005 satin, logo from fret cut pushed through 10mm opal acrylic, Circle detail to have teal translucent Metamark T-665-380 vinyl applied to face. Illumination via integral LED modules mounted a folded aluminium light tray. Panels fixed through folded upstand and folded backtray, fixings to be colour coded.

The colour of text and background:

White lettering & black background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

850 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

2.617 metres

Width:

1.958 metres

Depth:

0.01 metres

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

3.616 metres

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

0.01 metres

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

2.617 centimetres

What materials will the advertisement be made of?:

Internally applied plot cut 60mm wide vinyl stripes from Oracal 551 Water Blue and Sun yellow Avery 706-01PF. Edges to be sealed with clear silicone.

The colour of text and background:

Teal & yellow vinyl stripes - Signs B & C on our Drawing 004353A

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

1.4 metres

Width:

2.55 metres

Depth:

0.08 metres

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

2.79 metres

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

0.08 metres

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

32.4 centimetres

What materials will the advertisement be made of?:

Folded 3mm aluminium panels powder coated black RAL 9005 satin, 'PUREGYM' logo from fret cut pushed through 10mm opal acrylic, Circle detail to have teal translucent Metamark T-665-380 vinyl applied to face. Illumination via integral LED modules mounted a folded aluminium back tray. Panels fixed through folded upstand and to folded backtray, fixings to be colour coded. Non-illuminated 'EVERYBODY WELCOME' section from face applied plot cut vinyl.

The colour of text and background:

White/yellow lettering with black & teal background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

850 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

2.072 metres

Width:

3.452 metres

Depth:

0.08 metres

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

3.616 metres

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

0.08 metres

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

43.7 centimetres

What materials will the advertisement be made of?:

Folded 3mm aluminium panels powder coated black RAL 9005 satin, logo from fret cut pushed through 10mm opal acrylic, Circle detail to have teal translucent Metamark T-665-380 vinyl applied to face. Illumination via integral LED modules mounted a folded aluminium light tray. Panels fixed through folded upstand and downstand, fixings to be colour coded.

The colour of text and background:

White lettering & black background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

850 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

4.696 metres

Width:

5.379 metres

Depth:

0.01 metres

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

3.616 metres

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

0.01 metres

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

496.6 centimetres

What materials will the advertisement be made of?:

Internally applied plot cut 60mm wide vinyl stripes from Oracal 551 Water Blue and Avery 706-01PF. Edges to be sealed with clear silicone.

The colour of text and background:

Teal & Yellow

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

1.85 metres

Width:

1.85 metres

Depth:

0.01 metres

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

3.8 metres

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

0.01 metres

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

32.7 centimetres

What materials will the advertisement be made of?:

Internally applied plot cut vinyl from Oracal 551 WaterBlue and Avery 700 PF White & Internally applied plot cut vinyl from Oracal 551 Water Blue, Avery 706-01PF and Avery 700 PF White

The colour of text and background:

Teal & Yellow backgrounds, white & teal lettering

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.207 metres

Width:

0.777 metres

Depth:

0.01 metres

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

1.25 metres

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

0.01 metres

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

9.9 centimetres

What materials will the advertisement be made of?:

Digitally printed vinyl with protective matt laminate, applied to face of existing totem panels on front and rear of sign.

The colour of text and background:

Black background white lettering

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.78 metres

Width:

1.62 metres

Depth:

0.01 metres

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

1.35 metres

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

0.01 metres

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

20.6 centimetres

What materials will the advertisement be made of?:

Digitally printed vinyl with protective matt laminate, applied to face of existing totem panels on front and rear of sign.

The colour of text and background:

Black background & white lettering

Will the advertisement be illuminated?:

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

Signs B & C - Internally applied plot cut self adhesive vinyl stripe graphics

Signs F, H, J, L & N - All Internally applied plot cut self adhesive vinyl stripe graphics

Signs G, I, K & M - All Internally applied plot cut self adhesive vinyl circular graphics

Sign O - Digitally printed self adhesive vinyl graphic applied to landlord totem

Sign P - Digitally printed self adhesive vinyl graphic applied to landlord totem

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

31/08/2025

To Date

30/08/2030

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

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 the questions answered, details provided, 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.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published 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

Ashley Kimberley

Date

25/07/2025