

Application for consent to display an advertisement(s).

Town and Country Planning (Control of Advertisements) (England) 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. Site Address

Number	
Suffix	
Property name	MORRISONS SUPERMARKET
Address line 1	TELEGRAPH WAY
Address line 2	KIRKBY
Address line 3	
Town/city	KNOWSLEY
Postcode	L32 8US
Description of site location must be completed if postcode is not known:	
Easting (x)	341283
Northing (y)	398848
Description	EXTERNAL SIGNAGE

2. Applicant Details

Title	MRS
First name	J
Surname	G
Company name	MORRISONS SUPERMARKET
Address line 1	HILMORE HOUSE
Address line 2	GAIN LANE
Address line 3	
Town/city	BRADFORD

2. Applicant Details

Country	
Postcode	BD
Are you an agent acting on behalf of the applicant? ☒ Yes ☐ No	
Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	
First name	joanne
Surname	goodaire
Company name	Butterfield Signs Limited
Address line 1	174 Sunbridge Road
Address line 2	
Address line 3	
Town/city	Bradford
Country	United Kingdom
Postcode	BD1 2RZ
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Please select the type(s) of advertising you are proposing:

☐ Fascia sign(s)

☐ Projecting or hanging sign(s)

☐ Hoarding(s)

☒ Other type(s)

Other type(s): Please add details of each proposed advertisement

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	2.18 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.14 metre(s)
Dimension:	Height: 2 x Width: 2 x Depth: 0.14 metre(s)
What materials will the sign be made of? ALUMINIUM & FLEXFACE SKIN (SIGN 1)	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background BLACK BACKGROUND & WHITE TEXT	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	2.18 metre(s)
What is the maximum projection of the advertisement from face of building?	0.14 metre(s)
Dimension:	Height: 2 x Width: 2 x Depth: 0.14 metre(s)
What materials will the sign be made of? ALUMINIM & FLEXFACE SKIN (SIGN 2)	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background BLACK BACKGROUND & WHITE TEXT	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 3	
What is the height from the ground to the base of the advertisement?	2.3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.12 metre(s)
Dimension:	Height: 2.7 x Width: 6.1 x Depth: 0.12 metre(s)
What materials will the sign be made of? ALUMINIUM & ACRYLIC (SIGN 3)	
What is the maximum height of any of the individual letters and symbols?	90 cm
The colour of text and background WHITE LETTERS & YELLOW PETALS	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated

4. Type of Proposed Advertisement(s)

Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 4	
What is the height from the ground to the base of the advertisement?	5.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 3.7 x Width: 5.9 x Depth: 0.1 metre(s)
What materials will the sign be made of? ALUMINIUM AND ACRYLIC (SIGN 4)	
What is the maximum height of any of the individual letters and symbols?	61 cm
The colour of text and background WOOD EFFECT BACKGROUND & YELLOW PETALS WHITE LETTERING	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 5	
What is the height from the ground to the base of the advertisement?	7.4 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 1.8 x Width: 4.4 x Depth: 0.1 metre(s)
What materials will the sign be made of? ALUMINIUM & ACRYLIC (SIGN 5)	
What is the maximum height of any of the individual letters and symbols?	45 cm
The colour of text and background WOOD EFFECT, YELLOW PETAL & WHITE LETTERING	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 6	
What is the height from the ground to the base of the advertisement?	4 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.61 x Width: 4.18 x Depth: 0.1 metre(s)
What materials will the sign be made of? ALUMINIUM & ACRYLIC (SIGN 6,7 & 8) X 3	

4. Type of Proposed Advertisement(s)

What is the maximum height of any of the individual letters and symbols?	61 cm
The colour of text and background GREEN	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 7	
What is the height from the ground to the base of the advertisement?	2.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0.12 metre(s)
Dimension:	Height: 1.3 x Width: 22.6 x Depth: 0.12 metre(s)
What materials will the sign be made of? ALUMINIUM , ACRYLIC & VINYL (SIGN 9 - KIOSK SIGN)	
What is the maximum height of any of the individual letters and symbols?	60 cm
The colour of text and background GREEN, WHITE, YELLOW ORANGE & BLACK	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 8	
What is the height from the ground to the base of the advertisement?	0.3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 3.3 x Width: 5.4 x Depth: 0.1 metre(s)
What materials will the sign be made of? ALUMINIUM, ACRYLIC (SIGN 10)	
What is the maximum height of any of the individual letters and symbols?	61 cm
The colour of text and background WOOD EFFECT, WHITE LETTERS & YELLOW PETALS	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

4. Type of Proposed Advertisement(s)

Other type(s): 9	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 1.1 x Width: 2 x Depth: 0.1 metre(s)
What materials will the sign be made of? ALUMINIUM, ACRYLIC & DIGITAL PRINT (SIGN 11)	
What is the maximum height of any of the individual letters and symbols?	60 cm
The colour of text and background ORANGE & BLACK LETTERING	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 10	
What is the height from the ground to the base of the advertisement?	0.75 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 1.4 x Width: 0.9 x Depth: 0.1 metre(s)
What materials will the sign be made of? ACRYLIC & VINYL (SIGN 11A)	
What is the maximum height of any of the individual letters and symbols?	140 cm
The colour of text and background ORANGE & BLACK	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 11	
What is the height from the ground to the base of the advertisement?	0.3 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 2 x Width: 1 x Depth: 0.1 metre(s)
What materials will the sign be made of? ALUMINIUM & VINYL (SIGN 12)	
What is the maximum height of any of the individual letters and symbols?	50 cm
The colour of text and background WHITE, YELLOW GREEN & ORANGE	

4. Type of Proposed Advertisement(s)

Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other type(s): 12	
What is the height from the ground to the base of the advertisement?	0.1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 6.3 x Width: 1.6 x Depth: 0.1 metre(s)
What materials will the sign be made of? STEELFRAME,ALUMINIUM,ACRYLIC, VINYL (SIGN 13)	
What is the maximum height of any of the individual letters and symbols?	50 cm
The colour of text and background WOOD EFFECT,WHITE LETTER YELLOW PETALS	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	400 cd/m2
Will the illumination be static or intermittent?	Static

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

EXTERNAL STORE & PFS SIGNAGE

5. 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

6. Advertisement(s) Period

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

From	19/08/2021
To	19/08/2026

7. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal? ☐ Yes ☒ No

8. 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

9. Pre-application Advice

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

☐ Yes ☒ No

10. Interest In the Land

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

☒ Yes ☐ No

11. 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.

☐ Yes ☒ No

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?

12. 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 (cannot be pre-application)

19/08/2021