



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)

Description

Applicant Details

Name/Company

Title

Miss

First name

F

Surname

Heeley

Company Name

Lidl Great Britain Limited

Address

Address line 1

Regional Distribution Centre

Address line 2

Eastgate Way

Address line 3

Manor Park

Town/City

Runcorn

County

Country

United Kingdom

Postcode

WA7 1NT

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Applicant 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)

Flagpole sign
Occupier panels on existing estate totem signs
Fascia signs
Poster Display Unit
Large billboards
Small billboards
Trolley bay sign

Advertisement Type:

Other type

Height:

3.36 metres

Width:

2.1 metres

Depth:

0.15 metres

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

2.42 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?:

59 centimetres

What materials will the advertisement be made of?:

Acrylic and aluminium face panels on galvanised steel frame

The colour of text and background:

Blue and red text on yellow, red and blue background and white text and symbols on dark grey background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

580 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.6 metres

Width:

1.4 metres

Depth:

0.15 metres

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

1 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?:

50 centimetres

What materials will the advertisement be made of?:

Acrylic

The colour of text and background:

Blue and red text on yellow, red and blue background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

0.6 metres

Width:

1.4 metres

Depth:

0.15 metres

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

1 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?:

50 centimetres

What materials will the advertisement be made of?:

Acrylic face panel

The colour of text and background:

Blue and red text on yellow, red and blue background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

2.47 metres

Width:

2.47 metres

Depth:

0.3 metres

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

4.074 metres

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

0.3 metres

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

72 centimetres

What materials will the advertisement be made of?:

Acrylic face panel on galvanised steel light box and mountings

The colour of text and background:

Blue and red text on yellow, red and blue background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

580 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

2.47 metres

Width:

2.47 metres

Depth:

0.3 metres

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

4.074 metres

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

0.3 metres

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

72 centimetres

What materials will the advertisement be made of?:

Acrylic face panel on galvanised steel light box and mountings

The colour of text and background:

Blue and red text on yellow, red and blue background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

580 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

2.47 metres

Width:

2.47 metres

Depth:

0.25 metres

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

3 metres

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

0.25 metres

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

72 centimetres

What materials will the advertisement be made of?:

Acrylic face panel on galvanised steel light box and mountings

The colour of text and background:

Blue and red text on yellow, red and blue background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

580 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

2.47 metres

Width:

2.47 metres

Depth:

0.25 metres

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

3 metres

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

0.25 metres

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

72 centimetres

What materials will the advertisement be made of?:

Acrylic face panel on galvanised steel light box and mountings

The colour of text and background:

Blue and red text on yellow, red and blue background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

580 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

1.17 metres

Width:

1.7 metres

Depth:

0.4 metres

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

0.95 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?:

50 centimetres

What materials will the advertisement be made of?:

Acrylic glazing in stainless steel frame

The colour of text and background:

Advertisement to change periodically

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

325 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Hoarding

Height:

3.25 metres

Width:

6.3 metres

Depth:

0.25 metres

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

1.5 metres

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

0.25 metres

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

200 centimetres

What materials will the advertisement be made of?:

Timber backboard with aluminium frame

The colour of text and background:

Advertisement to change periodically

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

330 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Hoarding

Height:

3.25 metres

Width:

6.3 metres

Depth:

0.25 metres

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

1.5 metres

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

0.25 metres

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

200 centimetres

What materials will the advertisement be made of?:

Timber backboard with aluminium frame

The colour of text and background:

Advertisement to change periodically

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

330 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Hoarding

Height:

1.64 metres

Width:

3.25 metres

Depth:

0.15 metres

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

1.2 metres

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

0.15 metres

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

100 centimetres

What materials will the advertisement be made of?:

Timber backboard with aluminium frame

The colour of text and background:

Advertisement to change periodically

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

330 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Hoarding

Height:

1.64 metres

Width:

3.25 metres

Depth:

0.15 metres

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

0.255 metres

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

0.15 metres

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

100 centimetres

What materials will the advertisement be made of?:

Timber backboard with aluminium frame

The colour of text and background:

Advertisement to change periodically

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Externally

Illuminance levels:

330 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Hoarding

Height:

1 metres

Width:

0.6 metres

Depth:

0.03 metres

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

1.5 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?:

40 centimetres

What materials will the advertisement be made of?:

Vinyl applied to aluminium sheet

The colour of text and background:

Black and white text and symbols on pink, green, blue and orange background and black text on grey background

Will the advertisement be illuminated?:

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

Double-sided flagpole sign x 1

Double sided occupier panels on existing estate totem signs x 2

Poster display unit x 1

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

04/01/2027

To Date

05/01/2037

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 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

Chris Smith

Date

05/06/2026