

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	
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)	345526
Northing (y)	384714

Description

Land at former RSPCA centre Halewood

2. Applicant Details

Title	Mr
First name	Andrew
Surname	Mitchell
Company name	Miller Homes NW Ltd
Address line 1	103 Dalton Avenue
Address line 2	Birchwood Park
Address line 3	
Town/city	Warrington

2. Applicant Details

Country

Postcode

WA3 6YF

Are you an agent acting on behalf of the applicant?

Yes No

Primary number

Secondary number

Fax number

Email address

3. Agent Details

No Agent details were submitted for this application

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Flags & flagpoles;
V stack sign.

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?	2.7 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 6 x Width: 0.7 x Depth: 0 metre(s)
What materials will the sign be made of? Aluminium pole, cloth banner	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background In line with Miller Homes company branding	
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): 2	
What is the height from the ground to the base of the advertisement?	6 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)

4. Type of Proposed Advertisement(s)

Dimension:	Height: 6 x Width: 2 x Depth: 0 metre(s)
What materials will the sign be made of? Powder coated metal	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background In line with Miller Homes company branding	
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?	

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

Flagpoles will be 6m high, with flag banners being 2.8m long x 0.7m wide.
V stack sign - comprising 2No. 5.5m high metal V stack splayed signs. Each splayed elevation will comprise a 1.5m wide metal sign on 6m high metal support legs. Signs will be 1.53m off the ground. Text will be white and blue in colour with an overall sign appearance in line with Miler Homes corporate branding.

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	01/06/2021
To	19/12/2025

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)

29/04/2021