

Wirral Council

Alan Evans Director of Regeneration & Place PO Box 290 Brighton Street Wallasey CH27 9FQ www.wirral.gov.uk

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	17 The Croft Retail And Leisure Park (Formerly Mothercare) Unit 'J'	
Address line 1	Welton Road	
Address line 2		
Address line 3		
Town/city	Bromborough	
Postcode	CH62 3PN	
Description of site locat	ion must be completed if postcode is not known:	
Easting (x)	334901	
Northing (y)	383129	
Description		
Mothercare store now of	closed. Address is for UNIT 'J' of the retail park for the for	ner Mothercare. Client is TK Maxx.

2. Applicant Detai	ls
Title	Mr
First name	Paul
Surname	Snelling
Company name	ТК Махх
Address line 1	50 Clarendon Road
Address line 2	Watford
Address line 3	
Town/city	

2.	Ap	plica	ınt E	Detai	ls

z. Applicant Detai	15
Country	
Postcode	WD17 1TX
Are you an agent acting	g on behalf of the applicant?
Primary number	
Secondary number	
Fax number	
Email address	

🖲 Yes 🛛 🔾 No

3. Agent Details

Title	Mr
First name	
Surname	Cowan
Company name	rpa:vision
Address line 1	51-53 Church Road
Address line 2	
Address line 3	
Town/city	Ashford
Country	United Kingdom
Postcode	TW15 2TY
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

A-Internally illuminated red flexface sign (RAL 3001) with white letters (RAL9010), box sides to be red PPC (RAL 3001) side B-Internally illuminated red flexface sign (RAL 3001) with white letters (RAL9010), box sides to be red PPC (RAL 3001) front C-Red LED Key Line for reference only D-New proposed Roundal behind the glazing (x2) E-Red (RAL 3001) PPC aluminium fascia tray with fret cut 10 mm pushed through opal 050 white acrylic letters internally illuminated. F-Goods IN flat screen printed sign for reference only Please select the type(s) of advertising you are proposing: Fascia sign(s) Projecting or hanging sign(s) Hoarding(s) Other type(s)

Please add details of each proposed fascia sign

4. Type of Proposed Advertisement(s)

. Type of Proposed Advertisement(s)	
Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2 x Width: 0 x Depth: 0 metre(s)
What materials will the sign be made of?	
Internally illuminated red flexface sign (RAL 3001) with white letters (RAL9010), box sides to be	e red PPC (RAL 3001).
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background	
Ref: A - Internally illuminated red flexface sign (RAL 3001) with white letters (RAL9010), box si	des to be red PPC (RAL 3001).
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	350 cd/m2
Will the illumination be static or intermittent?	Static
Fascia sign(s): 2	
What is the height from the ground to the base of the advertisement?	6.315 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 2.4 x Width: 4.1 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
Internally illuminated red flexface sign (RAL 3001) with white letters (RAL9010), box sides to be	e red PPC (RAL 3001).
What is the maximum height of any of the individual letters and symbols?	80 cm
The colour of text and background	
Ref B-Internally illuminated red flexface sign (RAL 3001) with white letters (RAL9010), box side	es to be red PPC (RAL 3001).
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	350 cd/m2
Will the illumination be static or intermittent?	Static
Fascia sign(s): 3	
What is the height from the ground to the base of the advertisement?	2.36 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.545 x Width: 4.1 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
Red (RAL 3001) PPC aluminium fascia tray with fret cut 10 mm pushed through opal 050 white	acrylic letters internally illuminated.
What is the maximum height of any of the individual letters and symbols?	46 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
Ref E-Red (RAL 3001) PPC aluminium fascia tray with fret cut 10 mm pushed through opal 05	0 white acrylic letters internally illuminated.
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	350 cd/m2
Will the illumination be static or intermittent?	Static

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?	4.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.2 x Width: 1.2 x Depth: 0 metre(s)
What materials will the sign be made of? New proposed Roundal behind the glazing	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background	
Ref D-New proposed Roundal behind the glazing (x2)	
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	
A-Internally illuminated red flexface sign (RAL 3001) with white letters (RAL9010), box sides to b C-Red LED Key Line for reference only D-New proposed Roundal behind the glazing F-Goods IN flat screen printed sign for reference only	e red PPC (RAL 3001) side

5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?	Q Yes	No	
Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?	Q Yes	No	Not Applicable
Will the proposed advertisement(s) project over a footpath or other public highway?	Yes	Q No	

6. Advertisement(s) Period

Please state the period	d of time for which consent is sought for the advertis	sement
From	01/12/2021]
То	01/12/2026	

7. Neighbour and Community Consultation		
Have you consulted your neighbours or the local community about the proposal?	Q 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?	Q Yes	No
10. Interest In the Land		
Does the applicant own the land or buildings where the adverts are to be placed?	Q 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	O 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.	Q 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 ac that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opin		

Date (cannot be pre-	01/12/2021
application)	