



The City of Liverpool

www.liverpool.gov.uk • Planning & Building Control, Municipal Buildings, Dale Street, L2 2DH • 0151 233 3021

## Application for consent to display an advertisement(s). Town and Country Planning (Control of Advertisement) 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. Applicant Name, Address and Contact Details

Title:	Mr	First name:	Mike	Surname:	Horne	
Company name	Liverpool City Council Children's Services					
Street address:	Dale Street			Country Code	National Number	Extension Number
				Telephone number:		
				Mobile number:		
Town/City	Liverpool			Fax number:		
County:				Email address:		
Country:	United Kingdom					
Postcode:	L2 2DH					
Are you an agent acting on behalf of the applicant? <input checked="" type="radio"/> Yes <input type="radio"/> No						

### 2. Agent Name, Address and Contact Details

Title:		First Name:	Pedro	Surname:	Santos	
Company name:	Sheppard Robson					
Street address:	Sheppard Robson			Country Code	National Number	Extension Number
	27th Floor City Tower			Telephone number:	01612338977	
	Piccadilly Plaza			Mobile number:		
Town/City	Manchester			Fax number:		
County:	Lancashire			Email address:		
Country:						
Postcode:	m1 4bt			pedro.santos@sheppardrobson.com		

### 3. Site Address Details

Full postal address of the site (including full postcode where available)

House:	<input type="text"/>	Suffix:	<input type="text"/>
House name:	<input type="text"/>		
Street address:	<input type="text" value="Earle Road / Smithdown Road"/>		
	<input type="text"/>		
Town/City:	<input type="text"/>		
County:	<input type="text"/>		
Postcode:	<input type="text" value="L7 6HQ"/>		

Description of location or a grid reference  
(must be completed if postcode is not known):

Easting:	<input type="text" value="336997"/>
Northing:	<input type="text" value="396496"/>

Description:

Mounting of school sign on the new Archbishop Blanch School building.

### 4. Pre-application Advice

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

☒ Yes ☐ No

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title:	<input type="text" value="Mr"/>	First name:	<input type="text" value="Stuart"/>	Surname:	<input type="text" value="Clark"/>
--------	---------------------------------	-------------	-------------------------------------	----------	------------------------------------

Reference:

Date (DD/MM/YYYY):  (Must be pre-application submission)

Details of the pre-application advice received:

### 5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☒ Yes ☐ No

If Yes, please provide details:

Neighbourhood was consulted as part of the main building Outline and Reserved Matters applications.

### 6. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

☐ Yes ☒ No

### 7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

Mounting of stainless steel laser cut sign to both gable ends of the main school building; one sign to be visible from Earle Road and one sign to be visible from Smithdown Road. Each to be approx. 2.8m in width and 3.6m in height and both illuminated by three discreet black brick mounted light fittings at the top of the sign. Furthermore and at Ground Floor, stainless steel laser cut letter stating Archbishop Blanch School.

This current advertisement application is linked to the Archbishop Blanch School Outline application (ref.13O/2447) and Reserved Matters application (ref. 14RM/0889).

How many of the following type of advertisements are you applying for?

Fascia sign(s)	<input type="text" value="0"/>	Projecting or hanging sign(s)	<input type="text" value="0"/>	Hoarding(s)	<input type="text" value="3"/>	Other	<input type="text" value="0"/>
----------------	--------------------------------	-------------------------------	--------------------------------	-------------	--------------------------------	-------	--------------------------------

### 8. 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

## 9. Advertisement(s) Period

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

From: 31/08/2015

To: 31/08/2020

## 10. Interest in the Land

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

☒ Yes ☐ No

## 11 (c). Details of Proposed Advertisement(s) - Hoarding Sign

What is the height from the ground to the base of the advertisement (in metres)?

6.400 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.050 m

What are the dimensions of the proposed advertisement?

Height: 3.600 x Width: 2.800 x Depth: 0.050 metres

What materials will the sign be made of?

stainless steel

What is the maximum height of any of the individual letters and symbols (in centimetres)?

360.000 cm

The colour of text and background:

the text is laser cut on stainless steel sheet and therefore what one will see behind is the red brick forming the text

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally? ☐ Internally ☒ Externally

Illuminance Levels:  cd/m

Will the illumination be static or intermittent? ☒ Static ☐ Intermittent

## 11 (c). Details of Proposed Advertisement(s) - Hoarding Sign

What is the height from the ground to the base of the advertisement (in metres)?

6.400 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.050 m

What are the dimensions of the proposed advertisement?

Height: 3.600 x Width: 2.800 x Depth: 0.050 metres

What materials will the sign be made of?

stainless steel

What is the maximum height of any of the individual letters and symbols (in centimetres)?

360.000 cm

The colour of text and background:

red brick

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally? ☐ Internally ☒ Externally

Illuminance Levels:  cd/m

Will the illumination be static or intermittent? ☒ Static ☐ Intermittent

## 11 (c). Details of Proposed Advertisement(s) - Hoarding Sign

What is the height from the ground to the base of the advertisement (in metres)?

1.100 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.050 m

What are the dimensions of the proposed advertisement?

Height: 1.600 x Width: 3.800 x Depth: 0.050 metres

What materials will the sign be made of?

stainless steel

What is the maximum height of any of the individual letters and symbols (in centimetres)?

47.500 cm

The colour of text and background:

stainless steel letters mounted on a blue brick background

Will the sign be illuminated? ☐ Yes ☒ No

12. 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? (Please select only one)

- ☐ The agent ☒ The applicant ☐ Other person

13. 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

10/04/2015