



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:	<input type="text" value="Mrs"/>	First name:	<input type="text" value="Stacey"/>	Surname:	<input type="text" value="Meades"/>
Company name	<input type="text" value="Clear Channel UK Limited"/>				
Street address:	<input type="text" value="1 Schoolhouse"/>	Telephone number:	Country Code	National Number	Extension Number
	<input type="text" value="2nd Avenue"/>		<input type="text"/>	<input type="text"/>	<input type="text"/>
	<input type="text" value="Trafford Park Village"/>		<input type="text"/>	<input type="text"/>	<input type="text"/>
Town/City	<input type="text" value="Manchester"/>	Mobile number:	<input type="text"/>	<input type="text"/>	<input type="text"/>
County:	<input type="text" value="Greater Manchester"/>	Fax number:	<input type="text"/>	<input type="text"/>	<input type="text"/>
Country:	<input type="text" value="United Kingdom"/>	Email address:	<input type="text"/>		
Postcode:	<input type="text" value="M17 1DZ"/>				
Are you an agent acting on behalf of the applicant? <input type="radio"/> Yes <input checked="" type="radio"/> No					

2. Agent Name, Address and Contact Details

No Agent details were submitted for this application

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" value="0302-0297 (S43098A)"/>		
Street address:	<input type="text" value="Allerton Road"/>		
	<input type="text" value="o/s 168-174"/>		
Town/City:	<input type="text" value="Liverpool"/>		
County:	<input type="text" value="Liverpool"/>		
Postcode:	<input type="text" value="L18 2DH"/>		
Description of location or a grid reference (must be completed if postcode is not known):			
Easting:	<input type="text" value="339682"/>		
Northing:	<input type="text" value="388039"/>		

Description:

Upgrade existing advertising bus shelter bearing advertisements with a Digital advertising panel.

4. Pre-application Advice

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

☐ Yes ☒ No

5. Neighbour and Community Consultation

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

☐ Yes ☒ No

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):

Internally illuminated digital 6 sheet with static 6 sheet on reverse panel on an existing bus shelter. The digital 6 sheet will display content controlled remotely from our central hub. The advertising displays will be sequential and not change more frequently than 5 seconds. The screens we propose to use are 70" in diameter with a visual display area of 905mm wide by 1602mm tall and will be no brighter than the existing poster displays.

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

Fascia sign(s) Projecting or hanging sign(s) Hoarding(s) Other

Please describe:

Double Sided Advertising Panel within existing Bus Shelter

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

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s).

See attached photograph of existing bus shelter

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: To:

10. 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

11 (d). Details of Proposed Advertisement(s) - Other Sign

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

m

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

m

What are the dimensions of the proposed advertisement?

Height: x Width: x Depth: metres

What materials will the sign be made of?

Aluminium frame with glass door

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

cm

The colour of text and background:

N/A

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 (d). Details of Proposed Advertisement(s) - Other Sign

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

m

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

m

What are the dimensions of the proposed advertisement?

Height:

x

Width:

x

Depth:

metres

What materials will the sign be made of?

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

cm

The colour of text and background:

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

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