



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:	Ben	Surname:	Porte	
Company name	Insite Poster Properties					
Street address:	Barton Hall			Country Code	National Number	Extension Number
	29 Gloucester Street			Telephone number:		
				Mobile number:		
Town/City	Cirencester			Fax number:		
County:	Gloucestershire			Email address:		
Country:	United Kingdom					
Postcode:	GL7 2DJ					
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:	376	Suffix:	
House name:	Advertising Right		
Street address:	Scotland Road		
	Everton		
Town/City:	Liverpool		
County:			
Postcode:	L5 5AQ		
Description of location or a grid reference (must be completed if postcode is not known):			
Easting:	334870		
Northing:	392040		

Description:

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### 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):

REPLACEMENT OF EXISTING 96-SHEET HOARDING WITH DIGITAL L.E.D. EQUIVALENT.

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:

PLEASE SEE ENCLOSED DOCUMENTS AND DRAWINGS.

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).

PLEASE SEE ENCLOSED DOCUMENTS AND DRAWINGS.

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

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?

PRESSED METAL FRAMING/GRP FRAMING CONTAINING AN LED SCREEN.

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

The colour of text and background:

STATIC TEXT AND IMAGES CHANGING WITH EACH ADVERTISEMENT DISPLAYED.

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

21/09/2015