



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:	ALISTAIR	Surname:	HOWIE	
Company name:	LLOYDS BANKING GROUP					
Street address:	14-22 PARADISE STREET			Country Code	National Number	Extension Number
				Telephone number:		
				Mobile number:		
Town/City	LIVERPOOL			Fax number:		
County:				Email address:		
Country:	United Kingdom					
Postcode:	L1 8JF					
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:	Miss	First Name:	LYNSEY	Surname:	NISBET	
Company name:	Merson Group					
Street address:	2 YOUNG PLACE			Country Code	National Number	Extension Number
	KELVIN IND ESTATE			Telephone number:	01355581986	
	EAST KILBRIDE			Mobile number:		
Town/City	GLASGOW			Fax number:		
County:				Email address:		
Country:						
Postcode:	G750TD			lynsey.nisbet@merson-signs.com		

3. Site Address Details

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

House:	<input type="text" value="14"/>	Suffix:	<input type="text"/>
House name:	<input type="text"/>		
Street address:	<input type="text" value="Paradise Street"/>		
	<input type="text"/>		
Town/City:	<input type="text" value="Liverpool"/>		
County:	<input type="text" value="Liverpool"/>		
Postcode:	<input type="text" value="L1 8JF"/>		

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

Easting:	<input type="text" value="334510"/>
Northing:	<input type="text" value="390145"/>

Description:

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):

A- Fascia panel B - Keyline Lighting C- Window vinyl graphics

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:

keyline lighting & window graphics

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: To:

10. Interest in the Land

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

☒ Yes ☐ No

11 (a). Details of Proposed Advertisement(s) - Fascia Sign

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

3.000

m

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

0.140

m

What are the dimensions of the proposed advertisement?

Height:

1.200

 x Width:

1.400

 x Depth:

0.140

 metres

What materials will the sign be made of?

fascia panel powdercoated aluminium

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

0.000

cm

The colour of text and background:

blue 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

11 (b). Details of Proposed Advertisement(s) - Hanging Sign

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

3.000

m

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

1.000

m

What are the dimensions of the proposed advertisement?

Height:

0.600

 x Width:

1.000

 x Depth:

0.750

 metres

What materials will the sign be made of?

panels powdercoated aluminium with acrylic letters and strokes

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

55.000

cm

The colour of text and background:

white text, blue 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

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

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

3.000

m

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

0.025

m

What are the dimensions of the proposed advertisement?

Height:

0.040

 x Width:

6.384

 x Depth:

0.025

 metres

What materials will the sign be made of?

extruded acrylic with internal LED's keyline lighting

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

0.000

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

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