

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	22
Suffix	
Property name	Fernbank
Address line 1	Archway Road
Address line 2	
Address line 3	
Town/city	Huyton
Postcode	L36 9XB
Description of site location must be completed if postcode is not known:	
Easting (x)	344098
Northing (y)	390935
Description	

2. Applicant Details

Title	Mr
First name	Divesh
Surname	Singh
Company name	Cromer House Dental Practice
Address line 1	20 Archway Road
Address line 2	
Address line 3	
Town/city	Huyton

2. Applicant Details

Country	
Postcode	L36 9XB
Are you an agent acting on behalf of the applicant?	
☒ Yes ☐ No	
Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	Mr
First name	Anthony
Surname	Fogg
Company name	Unit3 Design Studio Ltd
Address line 1	22a Jordan Street
Address line 2	
Address line 3	
Town/city	Liverpool
Country	
Postcode	L1 0BP
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

8m x 2.6m Spiritflex frame and banner is to be affixed to the existing building façade at first floor level above the existing bay window. The advertisement will be a temporary installation designed to mask the unsightly facade of the building during the construction period of the refurbishment.

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

Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	5.12 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.45 metre(s)
Dimension:	Height: 2.6 x Width: 8 x Depth: 0 metre(s)
What materials will the sign be made of? Vinyl	
What is the maximum height of any of the individual letters and symbols?	40 cm
The colour of text and background Multi coloured background images. Text colours: Gold, Blue & White as brand colours.	
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?	

5. 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

6. Advertisement(s) Period

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

From	01/08/2021
To	01/08/2022

7. Neighbour and Community Consultation

- Have you consulted your neighbours or the local community about the proposal? ☐ 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? ☐ Yes ☒ No

10. Interest In the Land

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

☒ Yes ☐ 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.

☐ 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 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 (cannot be pre-application)

20/07/2021