



West Lancashire Borough Council  
 P O Box 16 52 Derby Street  
 Ormskirk West Lancashire L39 2DF

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## Application for Consent to Display an Advertisement(s)

### Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

#### 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.

### Site Location

**Disclaimer:** We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x)  Northing (y)

Description

## Applicant Details

### Name/Company

Title

First name

Surname

Company Name

### Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Are you an agent acting on behalf of the applicant?

- Yes  
 No

### Contact Details

Primary number

Secondary number

Fax number

Email address

## Agent Details

### Name/Company

Title

First name

Surname

Company Name

### Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

## Contact Details

Primary number

\*\*\*\* REDACTED \*\*\*\*

Secondary number

Fax number

Email address

\*\*\*\* REDACTED \*\*\*\*

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

One fascia sign, one projecting sign, one tile logo sign and one internally located LCD digital display screen

**Advertisement Type:**

Fascia Sign

**Height:**

0.9 metres

**Width:**

8.05 metres

**Depth:**

0.1 metres

**What is the height from the ground to the base of the advertisement?:**

2.992 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.1 metres

**What is the maximum height of any of the individual letters and symbols?:**

68.5 centimetres

**What materials will the advertisement be made of?:**

Built up individual acrylic letters and logo against aluminium fascia

**The colour of text and background:**

White text against RAL 7043 Traffic Grey

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

580 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

0.75 metres

**Width:**

0.75 metres

**Depth:**

0.125 metres

**What is the height from the ground to the base of the advertisement?:**

2.992 metres

**What is the maximum projection of the advertisement from the face of the building?:**

1 metres

**What is the maximum height of any of the individual letters and symbols?:**

70 centimetres

**What materials will the advertisement be made of?:**

Aluminium frame clad in opal acrylic with vinyl tile logo

**The colour of text and background:**

N/A

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

450 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Fascia Sign

**Height:**

0.685 metres

**Width:**

0.685 metres

**Depth:**

0.15 metres

**What is the height from the ground to the base of the advertisement?:**

3.06 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.15 metres

**What is the maximum height of any of the individual letters and symbols?:**

68.5 centimetres

**What materials will the advertisement be made of?:**

Built up acrylic tile logo

**The colour of text and background:**

N/A

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

450 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

1.3 metres

**Width:**

0.7 metres

**Depth:**

0.125 metres

**What is the height from the ground to the base of the advertisement?:**

0.815 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

130 centimetres

**What materials will the advertisement be made of?:**

55" LCD digital display screen

**The colour of text and background:**

Variable

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**1500 cd/m<sup>2</sup>**Will the illumination be static or intermittent?:**

Intermittent

Please describe each of the 'Other type(s)' of advertising proposed

55inch LCD digital display screen

**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

**Advertisement(s) Period**

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

From Date

19/12/2023

To Date

19/12/2028

**Neighbour and Community Consultation**

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

- Yes  
 No

**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

## Pre-application Advice

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

- Yes  
 No

## 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

## 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.

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?

- Yes  
 No

## Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, 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.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

- I / We agree to the outlined declaration



Signed

- AEW Architects

Date

19/12/2023