



**Liverpool City Council
Planning Department
Validation Criteria**

12. APPLICATIONS FOR ADVERTISEMENT CONSENT

NATIONAL REQUIREMENTS (three copies of all documents unless stated otherwise or submitted electronically)			
Completed form		<input type="checkbox"/>	
Location Plan: Identifying the land to which the application relates drawn to an identified scale, Identifying the location of the site by reference to at least two named roads, Identifying the proposed position of the advertisement(s) Identifying the direction of North.		<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
The appropriate fee	YES	<input type="checkbox"/>	N/A <input type="checkbox"/>
Existing and proposed elevations of all buildings on which signs are to be displayed at a scale of 1:50 or 1:100.		<input type="checkbox"/>	
Existing and proposed signage at a scale of 1:50 or 1:100, advertisement size, siting, materials and colours to be used, height above ground, extent of projection, and; details of the method and colour(s) of illumination.	YES YES	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	N/A <input type="checkbox"/> N/A <input type="checkbox"/>
LOCAL REQUIREMENTS			
Lighting Assessment (where illuminated advertisements are proposed) including confirmation of means of material (i.e. external/internal, static/intermittent, etc).		<input type="checkbox"/>	
Section through all advertisements at scale of 1:10/1:20		<input type="checkbox"/>	
Colour photomontages of advertisement demonstrating relationship of signage to neighbouring land.		<input type="checkbox"/>	