

**HIGHWAYS ACT 1980 SECTION 115E**

**APPLICATION FOR A PERMIT TO PLACE ADVERTISING SIGNS  
ON THE HIGHWAY**

NAME OF COMPANY: .....

ADDRESS OF COMPANY: .....

.....

TELEPHONE NO.: ..... FAX NO.: .....

EMAIL ADDRESS: .....

LOCATION/ADDRESS OF PROPERTY WHERE ADVERTISING SIGN WILL BE PLACED (see note below):

.....

.....

INSURANCE DETAILS: .....

(Minimum public liability cover must be to the sum of £5,000,000)

IF RENEWAL PLEASE STATE REFERENCE NUMBER.....

NOTE: The City of Gloucester will consider permitting advertising signs for a period of 12 months providing the site where the sign is positioned does not become a danger or nuisance. The Pedestrian Scheme for the City of Gloucester seeks to ensure a clear walkway in front of the shops is maintained for the safety and convenience of shoppers and in particular blind and partially sighted people.

Consideration will be given to your application provided the sign meets the following criteria:

- a. The A-Board should be attractive. i.e. is well designed and made and has professional quality sign writing.
- b. The A-Board needs to be carefully sited so that it does not become a nuisance for disabled people.
- c. The A-Board must be directly associated with the business.

Only **ONE** sign will be considered for each business. The Council will remove any unauthorised signs and the costs incurred to carry out this matter will be recharged to the business concerned.

Upon approval of the application a licence will be issued, and a permit supplied which shall be kept at the premises and be available at any time for an authorised officer from the Local Authority to inspect.

A sketch or photograph must be enclosed with the application form showing the proposed design and layout of the advertising sign. It is recommended you seek approval of any new A-Board or change to an existing A-Board prior to manufacture because the application could be refused.

Notes: 1. The application fee of £50.00 must be included with your application form. Payment can be made on line at <https://www.gloucester.gov.uk/contact-us/pay-for-it/> or by phone on 01452 396396

Gloucester City Council provides Licensing Services to you. We will use your personal information to provide those services to you and may need to share your information with Statutory Bodies to enable us to do this. For further information about how the council uses information it holds about you please go to <http://www.gloucester.gov.uk/council/data-protection-and-foia/Pages/data-protection-GDPR.aspx>

**FAILURE TO HOLD A PERMIT OR COMPLY WITH THESE REGULATIONS WILL RESULT IN  
THE SIGN BEING REMOVED**

# PUBLIC NOTICE

## HIGHWAYS ACT 1980

NOTICE IS HEREBY GIVEN THAT (Full Names)

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APPLIED ON  
(Date).....

To: GLOUCESTER CITY COUNCIL IN RESPECT OF THE  
PREMISE KNOWN AS:

.....

....  
At

.....

....  
FOR A GRANT/RENEWAL OF A LICENCE TO PLACE AN  
ADVERTISING BOARD ON THE HIGHWAY OUTSIDE THE ABOVE  
PREMISE ON THE FOLLOWING OCCASIONS:

Monday	From .....	am/pm	to .....	am/pm
Tuesday	From .....	am/pm	to .....	am/pm
Wednesday	From .....	am/pm	to .....	am/pm
Thursday	From .....	am/pm	to .....	am/pm
Friday	From .....	am/pm	to .....	am/pm
Saturday	From .....	am/pm	to .....	am/pm
Sunday	From .....	am/pm	to .....	am/pm

Under the provisions of section 115 of the Highways Act 1980 for the grant or renewal of a licence to put Advertising Boards on the highway, any objections must be made in writing within 28 days from the date of application to: [licensing@gloucester.gov.uk](mailto:licensing@gloucester.gov.uk)