

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	
Suffix	
Property name	1 Element
Address line 1	Alchemy Way
Address line 2	Knowsley Industrial Park
Address line 3	
Town/city	Kirkby
Postcode	L33 7AH

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

Easting (x)	342599
Northing (y)	396898

Description

2. Applicant Details

Title	Mr
First name	John
Surname	Deakin
Company name	Mercedes-Benz Cars UK Ltd
Address line 1	Delaware Drive
Address line 2	
Address line 3	Tongwell
Town/city	Milton Keynes

2. Applicant Details

Country	
Postcode	MK15 8BA
Are you an agent acting on behalf of the applicant?	
☒ Yes ☐ No	
Primary number	
Secondary number	
Fax number	
Email address	

3. Agent Details

Title	Mrs
First name	Hannah
Surname	Knowles
Company name	Omega Signs Ltd
Address line 1	Newmarket Approach
Address line 2	
Address line 3	
Town/city	Leeds
Country	England
Postcode	LS9 0RJ
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Application is for external Mercedes Benz signage at the new VAN retails unit 1

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?	6.6 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0.12 metre(s)
Dimension:	Height: 1.2 x Width: 10.72 x Depth: 0.12 metre(s)
What materials will the sign be made of? steel runner bar with acrylic face letters	
What is the maximum height of any of the individual letters and symbols?	120 cm
The colour of text and background White text	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 2	
What is the height from the ground to the base of the advertisement?	6.6 metre(s)
What is the maximum projection of the advertisement from face of building?	0.12 metre(s)
Dimension:	Height: 0.984 x Width: 12900 x Depth: 0.12 metre(s)
What materials will the sign be made of? Steel runner bar with acrylic face letters	
What is the maximum height of any of the individual letters and symbols?	98 cm
The colour of text and background White text	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): Please add details of each proposed advertisement

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 8.1 x Width: 1.6 x Depth: 0.36 metre(s)
What materials will the sign be made of? Steel frame aluminium & acrylic	
What is the maximum height of any of the individual letters and symbols?	105 cm
The colour of text and background Silver logo on black frame	

4. Type of Proposed Advertisement(s)

Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 2	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 8.1 x Width: 1.6 x Depth: 0.36 metre(s)
What materials will the sign be made of? Steel frame, aluminium & acrylic	
What is the maximum height of any of the individual letters and symbols?	105 cm
The colour of text and background Silver logo on black frame	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 3	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 8.1 x Width: 1.6 x Depth: 0.36 metre(s)
What materials will the sign be made of? Steel Frame, Aluminium & Acrylic	
What is the maximum height of any of the individual letters and symbols?	105 cm
The colour of text and background Silver logo on black frame	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 4	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)

4. Type of Proposed Advertisement(s)

Dimension:	Height: 3.1 x Width: 1.6 x Depth: 0.16 metre(s)
What materials will the sign be made of? Steel frame, aluminium & acrylic	
What is the maximum height of any of the individual letters and symbols?	18 cm
The colour of text and background Black text on cream panel	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	300 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 5	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.8 x Width: 0.5 x Depth: 0 metre(s)
What materials will the sign be made of? Dibond	
What is the maximum height of any of the individual letters and symbols?	12 cm
The colour of text and background Black text on grey background	
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?	

Other type(s): 6	
What is the height from the ground to the base of the advertisement?	0 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.1 x Width: 1 x Depth: 0.16 metre(s)
What materials will the sign be made of? Steel frame, aluminium & acrylic	
What is the maximum height of any of the individual letters and symbols?	12 cm
The colour of text and background Black text on cream background	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	
Illuminance levels	0 cd/m2

4. Type of Proposed Advertisement(s)

Will the illumination be static or intermittent?	
Other type(s): 7	
What is the height from the ground to the base of the advertisement?	4 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 8 x Width: 1.1 x Depth: 0 metre(s)
What materials will the sign be made of? Aluminium post displaying printed cloth	
What is the maximum height of any of the individual letters and symbols?	80 cm
The colour of text and background Grey Logo on black fabric	
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?	

Other type(s): 8	
What is the height from the ground to the base of the advertisement?	4 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 8 x Width: 1.1 x Depth: 0 metre(s)
What materials will the sign be made of? aluminium post displaying printed cloth	
What is the maximum height of any of the individual letters and symbols?	80 cm
The colour of text and background Grey logo on black fabric	
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?	

Other type(s): 9	
What is the height from the ground to the base of the advertisement?	4 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 8 x Width: 1.1 x Depth: 0 metre(s)
What materials will the sign be made of? Aluminium post displaying printed cloth	
What is the maximum height of any of the individual letters and symbols?	80 cm

4. Type of Proposed Advertisement(s)

The colour of text and background

Logo on black fabric

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?

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

Full details on visual 28519PL01

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

13/09/2021

To

13/09/2026

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:

11. Authority Employee/Member

- (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)

13/09/2021