

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	Taco Bell
Address line 1	Irlam Drive
Address line 2	Kirkby
Address line 3	Knowsley
Town/city	
Postcode	L32 8RJ
Description of site location must be completed if postcode is not known:	
Easting (x)	341368
Northing (y)	398887
Description	Corner of Irlam Drive - Land being newly developed.

2. Applicant Details

Title	
First name	
Surname	Patel
Company name	Northgate Fast food Ltd.
Address line 1	10 Brightside Lane
Address line 2	
Address line 3	
Town/city	Sheffield

2. Applicant Details

Country	
Postcode	S9 3YE
Are you an agent acting on behalf of the applicant?	
☒ Yes ☐ No	
Primary number	01942256007
Secondary number	
Fax number	
Email address	claire@pyedesign.co.uk

3. Agent Details

Title	
First name	Thomas William
Surname	Pye
Company name	Pye Design
Address line 1	29 Market Street
Address line 2	Hindley
Address line 3	
Town/city	Wigan
Country	United Kingdom
Postcode	WN2 3AE
Primary number	01942256007
Secondary number	
Fax number	
Email	claire@pyedesign.co.uk

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Exterior signage to Taco Bell unit.
3no. Individual text signs with projecting letters. 'TACO BELL'
2no. Bell shaped logo and text sign - Shaped fascia Sign. Taco Bell logo and text.
2no. Applied Vinyl Graphic External signs - 'Taco Bell Loves Kirkby' and 'Taco Bell est. in 1962'
Taco Bell Words - Manifestation sign to all glazing 'Burrito/ taco/ Quesadilla'

Multiple drive thru directions tonal signage and drive thru menu boards.
3no. Banner signs.
1no. Totem Sign - Taco Bell, Bell Logo and Text.
Function signs to door glazing applied vinyl - to show opening times etc.

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

4. Type of Proposed Advertisement(s)

Fascia sign(s): 1	
What is the height from the ground to the base of the advertisement?	2.96 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.656 x Width: 4.637 x Depth: 0.1 metre(s)
What materials will the sign be made of? Powder Coated stainless steel, Acrylic, led lighting	
What is the maximum height of any of the individual letters and symbols?	64 cm
The colour of text and background Text Opal - White - background - Building fascia colour - bronze	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	6000 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?	2.96 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.656 x Width: 4.637 x Depth: 0.1 metre(s)
What materials will the sign be made of? Powder coated stainless steel, acrylic, Led lighting	
What is the maximum height of any of the individual letters and symbols?	66 cm
The colour of text and background Text Opal - White - Background - building fascia - Bronze	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	6000 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 3	
What is the height from the ground to the base of the advertisement?	3.232 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.656 x Width: 4.637 x Depth: 0.1 metre(s)
What materials will the sign be made of? Powder Coated Stainless steel, Acrylic, Led lighting	
What is the maximum height of any of the individual letters and symbols?	66 cm

4. Type of Proposed Advertisement(s)

The colour of text and background	
Text - Opal White - Background - Building fascia - Ral 7035	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	6000 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 4	
What is the height from the ground to the base of the advertisement?	2.977 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 2 x Width: 1.304 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
Powder coated folded aluminium with perspex, vinyl, led lighting	
What is the maximum height of any of the individual letters and symbols?	109 cm
The colour of text and background	
Text White - Logo Purple - background - Building fascia - Ral 7012	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	6000 cd/m2
Will the illumination be static or intermittent?	Static

Fascia sign(s): 5	
What is the height from the ground to the base of the advertisement?	2.977 metre(s)
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 2000 x Width: 1.304 x Depth: 0.1 metre(s)
What materials will the sign be made of?	
Powder coated folded aluminium with perspex, vinyl, led lighting	
What is the maximum height of any of the individual letters and symbols?	109 cm
The colour of text and background	
Text white - Logo Purple - Background, building fascia 7012	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	6000 cd/m2
Will the illumination be static or intermittent?	Static

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

4. Type of Proposed Advertisement(s)

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	0.374 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.783 x Width: 4.169 x Depth: 0 metre(s)
What materials will the sign be made of? Applied Vinyl exterior grade	
What is the maximum height of any of the individual letters and symbols?	92 cm
The colour of text and background Text - Black and White, Taco, bell and Heart - Green,Yellow, Red - Background - Building fascia Ral 7035	
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): 2	
What is the height from the ground to the base of the advertisement?	0.377 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.131 x Width: 1.806 x Depth: 0 metre(s)
What materials will the sign be made of? Applied Vinyl - exterior grade	
What is the maximum height of any of the individual letters and symbols?	102 cm
The colour of text and background Text and logo - Black - Background building fascia - Ral 7035	
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): 3	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.4 x Width: 1.04 x Depth: 0 metre(s)
What materials will the sign be made of? Applied Vinyl - interior grade	
What is the maximum height of any of the individual letters and symbols?	19 cm
The colour of text and background Grey, Glazing	

4. Type of Proposed Advertisement(s)

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): 4	
What is the height from the ground to the base of the advertisement?	6.586 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 10 x Width: 2 x Depth: 5.5 metre(s)
What materials will the sign be made of? Mid steel post, concrete base, aluminium panels, acrylic, led lighting	
What is the maximum height of any of the individual letters and symbols?	136 cm
The colour of text and background Text - white, Taco Bell bell - White and Purple, background - Black and Purple	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	6000 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: 2.524 x Width: 2.286 x Depth: 0.14 metre(s)
What materials will the sign be made of? Glass, Powder coated aluminium, steel internal support posts	
What is the maximum height of any of the individual letters and symbols?	84 cm
The colour of text and background Text White, background Black	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	6000 cd/m2
Will the illumination be static or intermittent?	Static

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)

4. Type of Proposed Advertisement(s)

Dimension:	Height: 2.524 x Width: 0.85 x Depth: 0.14 metre(s)
What materials will the sign be made of? glass, powder coated aluminium, steel internal support posts	
What is the maximum height of any of the individual letters and symbols?	84 cm
The colour of text and background Text white, background black	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	6000 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 7	
What is the height from the ground to the base of the advertisement?	0.942 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.46 x Width: 0.64 x Depth: 0.18 metre(s)
What materials will the sign be made of? Galvanised steel, powder coated aluminium, acrylic, led lighting	
What is the maximum height of any of the individual letters and symbols?	50 cm
The colour of text and background Text black - Background white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	6000 cd/m2
Will the illumination be static or intermittent?	Static

Other type(s): 8	
What is the height from the ground to the base of the advertisement?	0.942 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 1.46 x Width: 0.64 x Depth: 0.18 metre(s)
What materials will the sign be made of? galvanised steel, powder coated aluminium, acrylic, led lighting	
What is the maximum height of any of the individual letters and symbols?	50 cm
The colour of text and background Text black - background white	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	6000 cd/m2

4. Type of Proposed Advertisement(s)

Will the illumination be static or intermittent?	Static
Other type(s): 9	
What is the height from the ground to the base of the advertisement?	2.5 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 2.75 x Width: 2.4 x Depth: 0.76 metre(s)
What materials will the sign be made of? welded aluminium, mild steel, reflective text vinyl	
What is the maximum height of any of the individual letters and symbols?	8 cm
The colour of text and background Text black, Background yellow and black	
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): 10	
What is the height from the ground to the base of the advertisement?	0.835 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.914 x Width: 4.572 x Depth: 0 metre(s)
What materials will the sign be made of? frame - galvanised key clamp tubing	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and 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): 11	
What is the height from the ground to the base of the advertisement?	835 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.914 x Width: 4.572 x Depth: 0 metre(s)
What materials will the sign be made of? galvanised key clamp tubing	
What is the maximum height of any of the individual letters and symbols?	0 cm

4. Type of Proposed Advertisement(s)

The colour of text and 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): 12	
What is the height from the ground to the base of the advertisement?	835 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.914 x Width: 4.572 x Depth: 0 metre(s)
What materials will the sign be made of? galvanised key clamp frame	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and 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): 13	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.4 x Width: 1.04 x Depth: 0 metre(s)
What materials will the sign be made of? Applied vinyl - exterior grade	
What is the maximum height of any of the individual letters and symbols?	19 cm
The colour of text and background Grey, glazing	
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): 14	
What is the height from the ground to the base of the advertisement?	1 metre(s)

4. Type of Proposed Advertisement(s)

What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.4 x Width: 1.04 x Depth: 0 metre(s)
What materials will the sign be made of? Applied Vinyl Exterior grade	
What is the maximum height of any of the individual letters and symbols?	19 cm
The colour of text and background Grey, Glazing	
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): 15	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.4 x Width: 1.105 x Depth: 0 metre(s)
What materials will the sign be made of? Applied Vinyl exterior Grade	
What is the maximum height of any of the individual letters and symbols?	19 cm
The colour of text and background Grey, glazing	
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): 16	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.4 x Width: 1.105 x Depth: 0 metre(s)
What materials will the sign be made of? Applied Vinyl Exterior Grade	
What is the maximum height of any of the individual letters and symbols?	19 cm
The colour of text and background Grey, Glazing	
Will the sign be illuminated?	No
Will the sign be illuminated internally or externally?	

4. Type of Proposed Advertisement(s)

Illuminance levels	0 cd/m2
Will the illumination be static or intermittent?	

Other type(s): 17	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.4 x Width: 1.105 x Depth: 0 metre(s)
What materials will the sign be made of? Applied Vinyl, Exterior grade	
What is the maximum height of any of the individual letters and symbols?	19 cm
The colour of text and background grey, Glazing	
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): 18	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.4 x Width: 1.37 x Depth: 0 metre(s)
What materials will the sign be made of? Applied Vinyl exterior grade	
What is the maximum height of any of the individual letters and symbols?	19 cm
The colour of text and background Grey, Glazing	
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): 19	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.4 x Width: 1.37 x Depth: 0 metre(s)
What materials will the sign be made of? Applied vinyl exterior grade	

4. Type of Proposed Advertisement(s)

What is the maximum height of any of the individual letters and symbols?	19 cm
The colour of text and background grey, glazing	
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): 20	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.4 x Width: 1.37 x Depth: 0 metre(s)
What materials will the sign be made of? applied vinyl exterior grade	
What is the maximum height of any of the individual letters and symbols?	19 cm
The colour of text and background grey, glazing	
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): 21	
What is the height from the ground to the base of the advertisement?	1 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 0.4 x Width: 1.37 x Depth: 0 metre(s)
What materials will the sign be made of? applied vinyl, exterior grade	
What is the maximum height of any of the individual letters and symbols?	19 cm
The colour of text and background grey, glazing	
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

4. Type of Proposed Advertisement(s)

2no. Applied Vinyl Graphic External signs - 'Taco Bell Loves Kirkby' and 'Taco Bell est. in 1962'
Taco Bell Words - Manifestation sign to all glazing 'Burrito/ taco/ Quesadilla'

Multiple drive thru directional signage and drive thru menu boards/leader boards, height restrictor, wy finder
3no. Banner signs.

1no. Totem Sign - Taco Bell, Bell Logo and Text.

Function signs to door glazing applied vinyl - to show opening times etc.

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

01/06/2021

To

01/06/2026

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

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

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

11. Authority Employee/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)

27/04/2021