



Planning

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PO Box 532 Town Hall

Manchester M60 2LA

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

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

2. Applicant Details

Title

First name

Surname

Company name

Address line 1

Address line 2

Address line 3

Town/city

2. Applicant Details

Country

Postcode

EH1 2EN

Are you an agent acting on behalf of the applicant?

☒ Yes ☐ No

Primary number

Secondary number

Fax number

Email address

3. Agent Details

Title

MR

First name

David

Surname

Bates

Company name

Feilden Clegg Bradley Studios

Address line 1

Carver's Warehouse

Address line 2

77 Dale Street

Address line 3

Town/city

Manchester

Country

Postcode

M1 2HG

Primary number

Secondary number

Fax number

Email

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

This application requests permission to erect two number illuminated signs on Block 7&8, that display the operators corporate branding enabling clear and concise identification of the building entrances.

The illuminated signs are to be mounted on the curtain wall to the link bridge, measuring 330mm by 3500mm. Made up of individual letters spelling the words "Vita Living East".

The sign letters will be finished in white, with a backing frame finished in a bronze PPC colour to match the façade.

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?	3.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0.4 metre(s)
Dimension:	Height: 0.33 x Width: 3.5 x Depth: 0.4 metre(s)
What materials will the sign be made of? white acrylic	
What is the maximum height of any of the individual letters and symbols?	33 cm
The colour of text and background text is white, frame is bronze to match facade	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	450 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?	3.2 metre(s)
What is the maximum projection of the advertisement from face of building?	0.4 metre(s)
Dimension:	Height: 0.33 x Width: 3.5 x Depth: 0.4 metre(s)
What materials will the sign be made of? White Acrylic	
What is the maximum height of any of the individual letters and symbols?	33 cm
The colour of text and background Text is white, frame is bronze to match facade	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	450 cd/m2
Will the illumination be static or intermittent?	Static

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

6. Advertisement(s) Period

From	31/07/2021
To	31/07/2026

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

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title	Mrs
First name	
Surname	
Reference	

Date (Must be pre-application submission)

Details of the pre-application advice received

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:

- (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)

30/06/2021