



**BNP PARIBAS
REAL ESTATE**

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12th August 2025

Dear Sir/Madam,

**RE: COVERING LETTER TO SUPPORT AN APPLICATION FOR CONSENT TO
DISPLAY AN ADVERTISEMENT.**

This letter has been submitted alongside an application made via the Planning Portal to support an application to support the display an advertisement. These advertisements are being made to support the visibility and user-support for an Electric Vehicle Charging Hub on behalf of IONITY GmbH ("The Applicant").

IONITY is a joint venture of the car manufacturers BMW Group, Ford Motor Company, Hyundai Motor Group, Mercedes Benz AG and Volkswagen Group with Audi and Porsche, along with BlackRock's Global Renewable Power platform as financial investor. They are building, operating, and constantly growing their network of high-power charging stations along highways in 24 European countries.

All charging stations are open to electric vehicles of any brand. With multiple charging points at each location. With ultra-fast charging stations that recharge a vehicle's batteries for the next stretch of the vehicle's journey in the shortest time possible. Importantly, IONITY provide 100% renewable energy everywhere in their network, delivering on ambitions for carbon-neutral driving.

This application seeks to gain consent for the erection of:

- Entrance Totem (x1)
- Display/Digital Totem (x1)
- Brand Totem (x1)
- Temporary Flags/Flagpoles (x4)

Other relevant information submitted alongside this covering letter includes:

- Site Location Plan



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- Detailed Drawing (Entrance Totem)
- Detailed Drawing (Display Totem)
- Detail Drawing (Brand Totem)
- Details of Temporary Flags

The Site

The proposed totems are being placed in a site that has previously been granted permission in 2023 (ref: 134546/FO/2022) for the *“erection of electric vehicle charging station to include 12 electric vehicle charging posts, together with electrical infrastructure, sub-stations, lighting, HP cabinet/control unit/ DNO enclosure and associated works.”*

The site is located in a predominantly commercial location with a McDonald's drive thru' restaurant to the east, a gym to the west, with a public house and shops with flats above lie to the south of Hyde. The site is accessed from Wall Way and access and egress from the site would remain as existing in regard to location.

The Proposal Details

- Entrance/Welcome Totem (x1)

This will be at the very entrance to the site on the right-hand side as you approach it and will be 1m wide x 3m high and non-illuminated, simply to signify the entrance with the Ionity logo in white on a dark blue background.

- Display/Digital Totem (x1)

This will be located in the middle of the car park to provide information to customers on how to charge their vehicle, and what products and tariffs are available to them.

Similar to the above, it will have a white Ionity logo on a dark blue background, but there will also be a white led illuminated 'band' at the top to draw customers to it. This will be 1m wide x 3m high.

- Brand Totem (x1)

This will be at the southern edge of the site and will signify the location of an Ionity Charging Hub to customers. This will be a magenta led illuminated Ionity Logo on a white background, 1.5m wide in total, raised on a 6m high dark-blue pole.

- Flags (x4)

It is proposed to have 'temporary' flags, showing the Ionity logo, vertically, in a gradient colourway (transitioning from dark blue through to magenta). These will be 1m wide x 3.5m high, raised up on a white flagpole 6m high in total, and with integrated led illuminated uplighters.



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There will be one flag + pole on the left-hand side of the entrance as you approach the site, with 3no. together at the southern boundary of the site (overlooking the road below for visibility) spaced 3m apart. The erection of the 4no. flags will be temporary and will be removed once the totems have been installed.

Conclusion

I trust you have all the information needed to consider this consent for the display of an advertisement application, however if there are any queries, please do not hesitate to contact me.

Yours sincerely,

Victoria Whelan

Victoria Whelan MRICS
Surveyor
Development & Planning
BNP Paribas Real Estate