

APPLICATION NO.	
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RECEIPT NO.	FEE RECEIVED
CARD	OTHER
KIRKLEES COUNCIL VALIDATION CHECKLIST	SUPPLY 1 COPY (PLUS THE ORIGINAL)

PLANNING - PO Box B93, Civic Centre 3, Huddersfield, HD1 2JR **Tel:** 01484 414746 **E-mail :** dc.admin@kirklees.gov.uk

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	Perrys Motor Sales
Address line 1	Northgate
Address line 2	
Address line 3	
Town/city	Huddersfield
Postcode	HD1 6AP
Description of site location must be completed if postcode is not known:	
Easting (x)	414543
Northing (y)	417259
Description	

2. Applicant Details

Title	Other
First name	
Surname	Kia Motors (UK) Ltd
Company name	
Address line 1	Walton Green
Address line 2	
Address line 3	
Town/city	Walton on Thames

2. Applicant Details

Country

Postcode

KT12 1FJ

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

Mike

Surname

Doyle

Company name

Sign Specialists Ltd

Address line 1

19 Oxleasow Road

Address line 2

Worthing

Address line 3

Town/city

Redditch

Country

United Kingdom

Postcode

B98 0RE

Primary number

Secondary number

Fax number

Email

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

6m Illuminated pylon
3 x Illuminated 1600 x 3200mm Chrome logos
1 x Illuminated KIA MOTORS lettering (White), 600mm Cap height
1 x Illuminated "Perrys" lettering (White), 300mm Cap height
1 x Non-illuminated louver angle
1 x Non-illuminated "Perrys" lettering (Charcoal), 390mm Cap heght
2 x Non-illuminated, wall mounted Welcome signs

Please select the type(s) of advertising you are proposing:

☐ Fascia sign(s)

☐ Projecting or hanging sign(s)

☐ Hoarding(s)

☒ Other type(s)

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 metre(s)
What is the maximum projection of the advertisement from face of building?	0 metre(s)
Dimension:	Height: 6 x Width: 1.769 x Depth: 0.338 metre(s)
What materials will the sign be made of? Aluminium & acrylic	
What is the maximum height of any of the individual letters and symbols?	60 cm
The colour of text and background Red & silver background with chrome effect logo & white/charcoal text	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	250 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?	2.95 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 1.15 x Width: 2.3 x Depth: 0.08 metre(s)
What materials will the sign be made of? Acrylic	
What is the maximum height of any of the individual letters and symbols?	115 cm
The colour of text and background Chrome	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	150 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?	3.225 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 0.6 x Width: 4.868 x Depth: 0.08 metre(s)
What materials will the sign be made of? Acrylic	
What is the maximum height of any of the individual letters and symbols?	60 cm
The colour of text and background White	

4. Type of Proposed Advertisement(s)

Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	150 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?	3.225 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 0.3 x Width: 1.128 x Depth: 0.08 metre(s)
What materials will the sign be made of? Acrylic	
What is the maximum height of any of the individual letters and symbols?	30 cm
The colour of text and background White	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	150 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?	2.8 metre(s)
What is the maximum projection of the advertisement from face of building?	0.05 metre(s)
Dimension:	Height: 0.54 x Width: 2.015 x Depth: 0.05 metre(s)
What materials will the sign be made of? Aluminium	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background Charcoal	
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?	2.95 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)

4. Type of Proposed Advertisement(s)

Dimension:	Height: 1.15 x Width: 2.3 x Depth: 0.08 metre(s)
What materials will the sign be made of? Acrylic	
What is the maximum height of any of the individual letters and symbols?	115 cm
The colour of text and background White	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	150 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?	2.95 metre(s)
What is the maximum projection of the advertisement from face of building?	0.08 metre(s)
Dimension:	Height: 1.15 x Width: 2.3 x Depth: 0.08 metre(s)
What materials will the sign be made of? Acrylic	
What is the maximum height of any of the individual letters and symbols?	115 cm
The colour of text and background White	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	150 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 metre(s)
What is the maximum projection of the advertisement from face of building?	0.07 metre(s)
Dimension:	Height: 2.4 x Width: 0.71 x Depth: 0.07 metre(s)
What materials will the sign be made of? Aluminium, Acrylic & vinyl	
What is the maximum height of any of the individual letters and symbols?	28 cm
The colour of text and background Red/silver background with chrome logo & red/charcoal text	
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): 9	
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?	0.07 metre(s)
Dimension:	Height: 2.4 x Width: 0.71 x Depth: 0.07 metre(s)
What materials will the sign be made of? Aluminium, acrylic & vinyl	
What is the maximum height of any of the individual letters and symbols?	28 cm
The colour of text and background Red & silver background with chrome logo & red/silver text	
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?	3.33 metre(s)
What is the maximum projection of the advertisement from face of building?	0.025 metre(s)
Dimension:	Height: 0.39 x Width: 1.6 x Depth: 0.025 metre(s)
What materials will the sign be made of? Resin	
What is the maximum height of any of the individual letters and symbols?	39 cm
The colour of text and background Charcoal	
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

Sign A - 6m Illuminated pylon
Signs B, F & G - 3 x Illuminated 1600 x 3200mm Chrome logos
Sign C - 1 x Illuminated KIA MOTORS lettering (White), 600mm Cap height
Sign D - 1 x Illuminated "Perrys" lettering (White), 300mm Cap height
Sign E - 1 x Non-illuminated louver angle
Sign J - 1 x Non-illuminated "Perrys" lettering (Charcoal), 390mm Cap height
Signs H & I - 2 x Non-illuminated, wall mounted Welcome signs

5. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place? ☐ Yes ☒ No

5. Location of Advertisement(s)

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

☒ Yes ☐ No ☐ Not Applicable

If Yes to either or both the questions above, please show the existing sign(s) on an elevation drawing or photograph which can be uploaded to the Supporting Documents section of this application. Please state the references or filenames of the drawing(s) or photograph(s) in this text box

Existing Jaguar signage to be removed

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

30/11/2020

To

29/11/2025

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:

- (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)

07/08/2020