

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	37
Suffix	A
Property name	
Address line 1	London Road
Address line 2	Cowplain
Address line 3	
Town/city	Waterlooville
Postcode	PO8 8DF

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

Easting (x)	469049
Northing (y)	110896

Description

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2. Applicant Details

Title	
First name	
Surname	-
Company name	The Southern Co-operative Ltd
Address line 1	1000 Lakeside
Address line 2	Western Road
Address line 3	
Town/city	Portsmouth

2. Applicant Details

Country	
Postcode	PO6 3FE
Primary number	
Secondary number	
Fax number	
Email address	

Are you an agent acting on behalf of the applicant? ☒ Yes ☐ No

3. Agent Details

Title	Mr
First name	Matthew
Surname	Holmes
Company name	Spruce Town Planning Ltd
Address line 1	46 Chalvington Road
Address line 2	Chandlers Ford
Address line 3	
Town/city	Eastleigh
Country	GB
Postcode	SO53 3DX
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Replacement advertisements to comprise an externally illuminated fascia sign, internally illuminated projecting sign, four window posters, non-illuminated car park sign on the side elevation and painting of shopfront

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?	2.65 metre(s)

4. Type of Proposed Advertisement(s)

Fascia sign(s): 1	
What is the maximum projection of the advertisement from face of building?	0.1 metre(s)
Dimension:	Height: 0.59 x Width: 6.51 x Depth: 0.1 metre(s)
What materials will the sign be made of? Aluminium and acrylic	
What is the maximum height of any of the individual letters and symbols?	35 cm
The colour of text and background Blue and white text on a purple background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Externally Illuminated
Illuminance levels	250 cd/m2
Will the illumination be static or intermittent?	Static

Please add details of each proposed projecting or hanging sign

Projecting or hanging sign(s): 1	
What is the height from the ground to the base of the advertisement?	2.65 metre(s)
What is the maximum projection of the advertisement from face of building?	0.6 metre(s)
Dimension:	Height: 0.59 x Width: 0.6 x Depth: 0.1 metre(s)
What materials will the sign be made of? Aluminium and acrylic	
What is the maximum height of any of the individual letters and symbols?	15 cm
The colour of text and background Blue and white text on a purple and grey background	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	200 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?	0.8 metre(s)
Dimension:	Height: 1.1 x Width: 0.6 x Depth: 0 metre(s)
What materials will the sign be made of? Paper and acrylic	
What is the maximum height of any of the individual letters and symbols?	15 cm

4. Type of Proposed Advertisement(s)

Other type(s): 1	
The colour of text and background	
Varies	
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?	2 metre(s)
What is the maximum projection of the advertisement from face of building?	0.05 metre(s)
Dimension:	Height: 0.8 x Width: 2.9 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?	35 cm
The colour of text and background	
Blue, white and black text on a purple and white 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?	

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

Four window posters and a non illuminated car park sign on the side elevation

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

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

See the enclosed plans

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	03/05/2020
To	03/05/2030

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)