

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	320-322
Address line 1	London Road
Address line 2	
Address line 3	
Town/city	Waterlooville
Postcode	PO7 7DU
Description of site location must be completed if postcode is not known:	
Easting (x)	468336
Northing (y)	109479
Description	

2. Applicant Details

Title	Mr
First name	G
Surname	Taylor
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	United Kingdom
Postcode	PO6 3FE
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	Matthew
Surname	Holmes
Company name	Spruce Town Planning Ltd
Address line 1	Office 9
Address line 2	Fleming Court Business Centre
Address line 3	Leigh Road
Town/city	Eastleigh
Country	GB
Postcode	SO50 9PD
Primary number	
Secondary number	
Fax number	
Email	

4. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

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

Other type(s): 1	
What is the height from the ground to the base of the advertisement?	0.8 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: 1.1 x Width: 0.6 x Depth: 0 metre(s)
What materials will the sign be made of? Plastic and metal	
What is the maximum height of any of the individual letters and symbols?	0 cm
The colour of text and background Moving images	
Will the sign be illuminated?	Yes
Will the sign be illuminated internally or externally?	Internally Illuminated
Illuminance levels	270 cd/m2
Will the illumination be static or intermittent?	Intermittent

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

Internally mounted tv screen in shop window

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	17/11/2021
To	17/11/2031

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)

17/09/2021