

Application for consent to display an advertisement(s).  
Town and Country Planning (Control of Advertisement) 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. Applicant Name, Address and Contact Details**

|                                                     |                 |             |      |                                      |                          |                  |  |
|-----------------------------------------------------|-----------------|-------------|------|--------------------------------------|--------------------------|------------------|--|
| Title:                                              | Mr              | First name: | John | Surname:                             | Kemsley                  |                  |  |
| Company name                                        | Superdrug       |             |      |                                      |                          |                  |  |
| Street address:                                     | 300 London Road |             |      | Country Code                         | National Number          | Extension Number |  |
|                                                     |                 |             |      | Telephone number:                    |                          |                  |  |
|                                                     |                 |             |      | Mobile number:                       |                          |                  |  |
| Town/City                                           | Waterlooville   |             |      | Fax number:                          |                          |                  |  |
| County:                                             | Hampshire       |             |      | Email address:                       |                          |                  |  |
| Country:                                            |                 |             |      |                                      |                          |                  |  |
| Postcode:                                           | PO7 7DS         |             |      |                                      |                          |                  |  |
| Are you an agent acting on behalf of the applicant? |                 |             |      | <input checked="" type="radio"/> Yes | <input type="radio"/> No |                  |  |

**2. Agent Name, Address and Contact Details**

|                 |                       |             |       |                   |                          |                  |  |
|-----------------|-----------------------|-------------|-------|-------------------|--------------------------|------------------|--|
| Title:          | Mrs                   | First Name: | Sarah | Surname:          | Smith                    |                  |  |
| Company name:   | Signscope Ltd         |             |       |                   |                          |                  |  |
| Street address: | Signscope Ltd         |             |       | Country Code      | National Number          | Extension Number |  |
|                 | 24 Leigh Road         |             |       | Telephone number: | 01843850800              |                  |  |
|                 | Haine Industrial Park |             |       | Mobile number:    |                          |                  |  |
| Town/City       | Ramsgate              |             |       | Fax number:       |                          |                  |  |
| County:         | Kent                  |             |       | Email address:    |                          |                  |  |
| Country:        | United Kingdom        |             |       |                   |                          |                  |  |
| Postcode:       | CT12 5EU              |             |       |                   | sarahsmith@signscope.com |                  |  |

### 3. Site Address Details

Full postal address of the site (including full postcode where available)

|                 |                                                   |         |                      |
|-----------------|---------------------------------------------------|---------|----------------------|
| House:          | <input type="text" value="300"/>                  | Suffix: | <input type="text"/> |
| House name:     | <input type="text" value="Superdrug Stores Plc"/> |         |                      |
| Street address: | <input type="text" value="London Road"/>          |         |                      |
|                 | <input type="text"/>                              |         |                      |
| Town/City:      | <input type="text" value="Waterlooville"/>        |         |                      |
| County:         | <input type="text" value="Hampshire"/>            |         |                      |
| Postcode:       | <input type="text" value="PO7 7DS"/>              |         |                      |

Description of location or a grid reference  
(must be completed if postcode is not known):

|           |                                     |
|-----------|-------------------------------------|
| Easting:  | <input type="text" value="468252"/> |
| Northing: | <input type="text" value="109346"/> |

Description:

### 4. Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

☐ Yes ☒ No

### 5. Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

☐ Yes ☒ No

### 6. Authority Employee/Member

With respect to the Authority, I am:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

Do any of these statements apply to you?

☐ Yes ☒ No

### 7. Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s):

How many of the following type of advertisements are you applying for?

Fascia sign(s)  Projecting or hanging sign(s)  Hoarding(s)  Other

### 8. Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

☒ Yes ☐ No

If Yes, please provide details:

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 above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s).

Will the proposed advertisement(s) project over a footpath or other public highway?

☐ Yes ☒ No

### 9. Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From:  To:

### 10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed?

☒ Yes ☐ No

### 11 (a). Details of Proposed Advertisement(s) - Fascia Sign

What is the height from the ground to the base of the advertisement (in metres)?

3.000 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.100 m

What are the dimensions of the proposed advertisement?

Height: 0.852 x Width: 12.000 x Depth: 0.100 metres

What materials will the sign be made of?

Alluminium

What is the maximum height of any of the individual letters and symbols (in centimetres)?

64.000 cm

The colour of text and background:

Black background with white lettering.

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels: 190.000 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

### 11 (b). Details of Proposed Advertisement(s) - Hanging Sign

What is the height from the ground to the base of the advertisement (in metres)?

3.000 m

What is the maximum projection of the advertisement from face of building (in metres)?

0.752 m

What are the dimensions of the proposed advertisement?

Height: 0.900 x Width: 0.650 x Depth: 0.100 metres

What materials will the sign be made of?

Alluminium

What is the maximum height of any of the individual letters and symbols (in centimetres)?

0.600 cm

The colour of text and background:

Black /white

Will the sign be illuminated? ☒ Yes ☐ No

Will the sign be illuminated internally or externally?

☒ Internally ☐ Externally

Illuminance Levels: 190.000 cd/m

Will the illumination be static or intermittent?

☒ Static ☐ Intermittent

### 12. 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? (Please select only one)

☒ The agent ☐ The applicant ☐ Other person

### 13. 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

17/09/2012