

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:	Terry	Surname:	Higginson		
Company name	Asda Stores Ltd						
Street address:	Asda House			Country Code	National Number	Extension Number	
	Southbank			Telephone number:			
	Great Wilson Street			Mobile number:			
Town/City	Leeds			Fax number:			
County:				Email address:			
Country:							
Postcode:	LS11 5AD						
Are you an agent acting on behalf of the applicant?				☒ Yes	☐ No		

2. Agent Name, Address and Contact Details

Title:	Mr	First Name:	Shoayb	Surname:	Patel		
Company name:	Mace						
Street address:	Atelier House			Country Code	National Number	Extension Number	
	64 Pratt Street			Telephone number:			
				Mobile number:	07810	868621	
Town/City	London			Fax number:			
County:				Email address:			
Country:	United Kingdom						
Postcode:	NW1 0LF				Shoayb.Patel@macegroup.com		

3. Site Address Details

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

House:		Suffix:	
House name:	ASDA STORES LTD		
Street address:	PORTLAND ROAD		
Town/City:	WATERLOOVILLE		
County:	HAMPSHIRE		
Postcode:	PO7 7XR		

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

Easting:	468034
Northing:	109328

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):

Installation Car Park Banner Signs for Asda stores

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

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

Please describe:

6 Car Car Banner Signs
1nr Type A (Single Sided banner - New Position)
2nr Type B (Double Sided banner - New Position)
1nr Type C (Single Sided banner - Existing Position to be replaced with new)
2nr Type D (Double Sided banner - Existing Position to be replaced with new)

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

1nr Type C (Single Sided banner - Existing Position to be replaced with new)
2nr Type D (Double Sided banner - Existing Position to be replaced with new)

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 (d). Details of Proposed Advertisement(s) - Other Sign

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

0.84000000

m

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

m

What are the dimensions of the proposed advertisement?

Height:

0.92000000

 x Width:

6.01000000

 x Depth:

0.10000000

 metres

What materials will the sign be made of?

Steel and Aluminium frame with Vinyl banner (See Drawing 91238V01, 91238A01 and 91238A0191238A03).

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

90.00000000

cm

The colour of text and background:

Text varies with promotional banner. Mainly green with white text.

Will the sign be illuminated?

Yes No

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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.



Date 11/06/2012