Development Management
Eastleigh House, Upper Market Street, Eastleigh, SO50 9YN
Tel: 023 8068 8264 www.eastleigh.gov.uk
Office hours: Mon-Thurs 8.30am - 5pm, Friday 8.30am - 4.30pm

EASTLEIGH BOROUGH COUNCIL

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:	Adam	Surname:	Shingfield	

			Country Code	National Number	Extension Number
Company name	Asda Stores Ltd				
Street address:	Asda House	Telephone number:			
	Southbank	Mobile number:			
	Geat Wilson Street	Fax number:			
Town/City	Leeds	Email address:			
County:	West Yorkshire				
Country:	United Kingdom				
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:	Paul	Surname:	Booth	

			Country Code	National Number	Extension Number
Company name:	WCEC Architects				
Street address:	Carrwood Court	Telephone number:	044	1246260261	
	Carrwood Road	Mobile number:			
	Sheepbridge	Fax number:			
Town/City	Chesterfield	Email address:			
County:	Derbyshire				
Country:	United Kingdom				
Postcode:	S41 9QB				

paul.booth@wcec.co.uk

3. Site Address Details

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

House: 47 Suffix:

House name:

Street address: High Street

Town/City: West End

County: Hampshire

Postcode: SO30 3DQ

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

Easting: 446755

Northing: 114485

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):

New illuminated fascia spark signage
Locations 1, 4 and 6 of brochure

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

Fascia sign(s) 6 Projecting or hanging sign(s) 0 Hoarding(s) 0 Other 1

Please describe:

spark signage to totem
Location 7 of brochure

8. Location of Advertisement(s)

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

If Yes, please provide details:

na

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).

See signage brochure attached - only changes to Locations 1, 4, 6 & 7

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: 14/05/2015 To: 14/05/2020

10. Interest in the Land

Does the applicant own the land or buildings where the adverts are to be placed? ○ Yes ◉ No

If No, has the permission of the owner or any other person entitled to give permission for the display of an advertisement been obtained? ◉ 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)? 3000.000 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.200 m

What are the dimensions of the proposed advertisement? Height: 0.585 x Width: 1.335 x Depth: 0.200 metres

What materials will the sign be made of?

Location 1 - aluminuim

What is the maximum height of any of the individual letters and symbols (in centimetres)? 58.500 cm

The colour of text and background:

green lettering and yellow spark

Will the sign be illuminated? ◉ Yes ○ No

Will the sign be illuminated internally or externally? ○ Internally ◉ Externally

Illuminance Levels: 1000.000 cd/m

Will the illumination be static or intermittent? ◉ Static ○ Intermittent

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

What is the height from the ground to the base of the advertisement (in metres)? 1.800 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.010 m

What are the dimensions of the proposed advertisement? Height: 1.100 x Width: 1.390 x Depth: 0.010 metres

What materials will the sign be made of?

Location 4 - aluminuim panel

What is the maximum height of any of the individual letters and symbols (in centimetres)? 25.000 cm

The colour of text and background:

varies

Will the sign be illuminated? ○ 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)? 4.000 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.200 m

What are the dimensions of the proposed advertisement? Height: 0.875 x Width: 1.996 x Depth: 0.200 metres

What materials will the sign be made of?

Location 6 - aluminuim

What is the maximum height of any of the individual letters and symbols (in centimetres)? 87.500 cm

The colour of text and background:

green lettering and yellow spark

Will the sign be illuminated? ◉ Yes ○ No

Will the sign be illuminated internally or externally? ○ Internally ◉ Externally

Illuminance Levels: 1000.000 cd/m

Will the illumination be static or intermittent? ◉ Static ○ Intermittent

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

What is the height from the ground to the base of the advertisement (in metres)? 3.200 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.200 m

What are the dimensions of the proposed advertisement? Height: 0.875 x Width: 1.996 x Depth: 0.200 metres

What materials will the sign be made of?

Location 6 - aluminuim

What is the maximum height of any of the individual letters and symbols (in centimetres)? 87.500 cm

The colour of text and background:

green lettering and yellow spark

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? ( ) Internally (•) Externally

Illuminance Levels: 1000.000 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

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

What is the height from the ground to the base of the advertisement (in metres)? 5.800 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.200 m

What are the dimensions of the proposed advertisement? Height: 0.875 x Width: 1.996 x Depth: 0.200 metres

What materials will the sign be made of?

Location 6 - aluminuim

What is the maximum height of any of the individual letters and symbols (in centimetres)? 87.500 cm

The colour of text and background:

green lettering and yellow spark

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? ( ) Internally (•) Externally

Illuminance Levels: 1000.000 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

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

What is the height from the ground to the base of the advertisement (in metres)? 5.500 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.200 m

What are the dimensions of the proposed advertisement? Height: 0.875 x Width: 1.996 x Depth: 0.200 metres

What materials will the sign be made of?

Location 6 - aluminuim

What is the maximum height of any of the individual letters and symbols (in centimetres)? 87.500 cm

The colour of text and background:

green lettering and yellow spark

Will the sign be illuminated? (•) Yes ( ) No

Will the sign be illuminated internally or externally? ( ) Internally (•) Externally

Illuminance Levels: 1000.000 cd/m

Will the illumination be static or intermittent? (•) Static ( ) Intermittent

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

What is the height from the ground to the base of the advertisement (in metres)? 0.000 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.000 m

What are the dimensions of the proposed advertisement? Height: 3.500 x Width: 1.500 x Depth: 0.200 metres

What materials will the sign be made of?

Location 7 - reclad totem

What is the maximum height of any of the individual letters and symbols (in centimetres)? 35.100 cm

The colour of text and background:

varies

Will the sign be illuminated? ○ Yes ◉ No

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

If Other has been selected, please provide:

Contact name:

Title: First name: Surname:

Telephone number:

Country code: National number: Extension number:

Email Address:

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 14/05/2015