**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: | Toby | Surname: | Partridge |
| Company name: | | | | | |
| Street address: | 1 | | | | |
| | Stoneycroft Rise | | | Telephone number: | |
| | | | | Mobile number: | |
| Town/City: | Hampshire | | | Fax number: | |
| Country: | | | | Email address: | |
| Postcode: | SO53 3YU | | | | |

Are you an agent acting on behalf of the applicant? (•) Yes ( ) No

## 2. Agent Name, Address and Contact Details

| | | | | | |
|---|---|---|---|---|---|
| Title: | Mr | First Name: | Adam | Surname: | Dolby |
| Company name: | Taylor Design Architects Limited | | | | |
| Street address: | Taylor Design Architects Ltd | | | | |
| | 30 Manchester Road | | | Telephone number: | [redacted] |
| | | | | Mobile number: | |
| Town/City: | Wilmslow | | | Fax number: | |
| Country: | England | | | Email address: | |
| Postcode: | SK9 1BG | | | | [redacted] |

## 3. Site Address Details

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

House: 1 Suffix:

House name:

Street address: Stoneycroft Rise

Town/City: CHANDLER'S FORD

Postcode: SO53 3YU

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

Easting: 443152

Northing: 118581

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):

Proposed new MINI and BMW corporate signs.
Existing MINI and BMW corporate signs to be replaced with similar.

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

Fascia sign(s) 1 Projecting or hanging sign(s) 2 Hoarding(s) 0 Other 6

Please describe:

2x BMW Facade Banner mounted on three aluminium poles;
BMW Flags;
MINI Flags;
2x BMW MINI Pylons.
For details please refer to drawing TD5475_400_Proposed Signage Details

## 8. Location of Advertisement(s)

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

## 8. Location of Advertisement(s)

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).

For details please refer to drawing TD5475_400_Proposed Signage Details.

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: 30/06/2017 To: 30/06/2022

## 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)? 4.24 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.00 m

What are the dimensions of the proposed advertisement? Height: 1.05 x Width: 3.07 x Depth: 0.20 metres

What materials will the sign be made of?

Translucent opal perspex

What is the maximum height of any of the individual letters and symbols (in centimetres)? 104 cm

The colour of text and background:

White on cladding colour background

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

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

Illuminance Levels: 650.00 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)? 4.14 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.21 m

What are the dimensions of the proposed advertisement? Height: 1.05 x Width: 7.10 x Depth: 0.14 metres

What materials will the sign be made of?

Aluminium pole, acrylic panels

What is the maximum height of any of the individual letters and symbols (in centimetres)? 43 cm

The colour of text and background:

Black logo and text on white acrylic panels background

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

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

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

Illuminance Levels: 650.00 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)? 3.75 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.21 m

What are the dimensions of the proposed advertisement? Height: 1.05 x Width: 8.20 x Depth: 0.20 metres

What materials will the sign be made of?

Aluminium pole, acrylic panels

What is the maximum height of any of the individual letters and symbols (in centimetres)? 60 cm

The colour of text and background:

BMW logo and silver text on white acrylic panels background

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

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

Illuminance Levels: 650.00 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)? 4.50 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.00 m

What are the dimensions of the proposed advertisement? Height: 1.05 x Width: 10.00 x Depth: 0.20 metres

What materials will the sign be made of?

Aluminium poles, acrylic panels

What is the maximum height of any of the individual letters and symbols (in centimetres)? 60 cm

The colour of text and background:

BMW logo and silver text on white acrylic panels

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

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

Illuminance Levels: 650.00 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)? 0.00 m

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

What is the maximum projection of the advertisement from face of building (in metres)? 0.00 m

What are the dimensions of the proposed advertisement? Height: 8.10 x Width: 0.98 x Depth: 0.00 metres

What materials will the sign be made of?

Aluminium pole, fabric

What is the maximum height of any of the individual letters and symbols (in centimetres)? 39 cm

The colour of text and background:

White logo on black fabric background

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

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

Illuminance Levels: 650.00 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)? 0.00 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.00 m

What are the dimensions of the proposed advertisement? Height: 8.10 x Width: 1.50 x Depth: 0.00 metres

What materials will the sign be made of?

Aluminium pole, fabric

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

The colour of text and background:

BMW logo on white fabric background

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

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

Illuminance Levels: 650.00 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)? 0.00 m

What is the maximum projection of the advertisement from face of building (in metres)? 0.00 m

What are the dimensions of the proposed advertisement? Height: 3.70 x Width: 1.43 x Depth: 0.00 metres

What materials will the sign be made of?

Aluminium pole, aluminium panels, acrylic moulds

What is the maximum height of any of the individual letters and symbols (in centimetres)? 68 cm

The colour of text and background:

Silver text and BMW and MINI corporate logos on white aluminium panel background

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

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

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

Illuminance Levels: 650.00 cd/m

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

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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)

## 12. Site Visit

(•) 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 24/04/2017