

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

**Application for Consent to Display an Advertisement(s)****Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)****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.

Site Location

Disclaimer: We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x)

Northing (y)

Description

Applicant Details

Name/Company

Title

Mr

First name

Surname

Britton

Company Name

M&G Real Estate

Address

Address line 1

43-45 Portman Square

Address line 2

-

Address line 3

-

Town/City

London

Country

United Kingdom

Postcode

W1H 6LY

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

Country

Postcode

Contact Details

Primary number

Secondary number

Fax number

Email address

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Retail Units 2A and 2B- New tenant signage to the North, West and East elevations. New tenant signage by the service yard entrance

Advertisement Type:

Fascia Sign

Height:

3.9 metres

Width:

10 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

5.2 metres

What is the maximum projection of the advertisement from the face of the building?:

0.48 metres

What is the maximum height of any of the individual letters and symbols?:

175 centimetres

What materials will the advertisement be made of?:

Digitally printed flex- face skin, PPC frame

The colour of text and background:

DFS: Text: Blue/ magenta Background: White

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

400 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.9 metres

Width:

5.4 metres

Depth:

0.05 metres

What is the height from the ground to the base of the advertisement?:

3 metres

What is the maximum projection of the advertisement from the face of the building?:

0.05 metres

What is the maximum height of any of the individual letters and symbols?:

35 centimetres

What materials will the advertisement be made of?:

PPC aluminium complete with plot-cut vinyl graphics

The colour of text and background:

DFS: Text: Blue/ magenta Background: White

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

0.6 metres

Width:

1 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

0.75 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

17.5 centimetres

What materials will the advertisement be made of?:

Dibond panel with face applied vinyl graphics to panel face

The colour of text and background:

DFS: Text: Blue/ magenta, black Background: White

Will the advertisement be illuminated?:

Advertisement Type:

Other type

Height:

0.465 metres

Width:

2240 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

3 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

15 centimetres

What materials will the advertisement be made of?:

4 no digitally printed vinyl graphic overlays to existing internally illuminated totem sign

The colour of text and background:

Sofology: White letters on black background

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

400 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.9 metres

Width:

5.4 metres

Depth:

0.05 metres

What is the height from the ground to the base of the advertisement?:

3 metres

What is the maximum projection of the advertisement from the face of the building?:

0.05 metres

What is the maximum height of any of the individual letters and symbols?:

35 centimetres

What materials will the advertisement be made of?:

PPC aluminium complete with plot-cut vinyl graphics

The colour of text and background:

Sofology: Text: White Background; Black

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

3.9 metres

Width:

10 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

5.2 metres

What is the maximum projection of the advertisement from the face of the building?:

0.48 metres

What is the maximum height of any of the individual letters and symbols?:

1.2 centimetres

What materials will the advertisement be made of?:

Digitally printed flex- face skin, PPC frame

The colour of text and background:

Sofology: Text: White Background; Black

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

400 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

3.9 metres

Width:

10 metres

Depth:

0.2 metres

What is the height from the ground to the base of the advertisement?:

5.2 metres

What is the maximum projection of the advertisement from the face of the building?:

0.48 metres

What is the maximum height of any of the individual letters and symbols?:

1.2 centimetres

What materials will the advertisement be made of?:

Digitally printed flex- face skin, PPC frame

The colour of text and background:

Sofology: Text: White Background; Black

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

400 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.6 metres

Width:

1 metres

Depth:

0.01 metres

What is the height from the ground to the base of the advertisement?:

0.75 metres

What is the maximum projection of the advertisement from the face of the building?:

0.01 metres

What is the maximum height of any of the individual letters and symbols?:

17.5 centimetres

What materials will the advertisement be made of?:

Dibond panel with face applied vinyl graphics to panel face

The colour of text and background:

Sofology: Black letter over white background

Will the advertisement be illuminated?:

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

New 4 no ' Sofology' sign to the 'existing' internally illuminated totem sign located at the Retail Park's entrance. Existing lighting level (assuming 400 cd/m2) to be retained.
dimension 65mmx2240mm.

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)

Regarding totem sign, please refer to the photo of the existing totem sign on drawing 11215-L002

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

- ☐ Yes
☒ No

Advertisement(s) Period

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

From Date

01/09/2022

To Date

01/09/2027

Neighbour and Community Consultation

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

- ☐ Yes
☒ No

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

Pre-application Advice

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

- ☐ Yes
☒ No

Interest In the Land

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

- ☒ Yes
☐ No

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.

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?

- ☐ Yes
- ☒ No

Declaration

I / We hereby apply for Consent to display an advertisement as described in this form and 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 options of the persons giving them. I / We also accept that: Once submitted, this information will be transmitted to the Local Planning Authority and, once validated by them, be made available as part of a public register and on the authority's website; our system will automatically generate and send you emails in regard to the submission of this application.

☒ I / We agree to the outlined declaration

Signed

Mozhgan Sainia

Date

19/08/2022