

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

Hendy Eastleigh

Address Line 1

Villeneuve Way

Address Line 2

St Georges way

Address Line 3

Town/city

Eastleigh

Postcode

SO50 9SJ

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

Easting (x)

444247

Northing (y)

119369

Description

New Car Showroom to have new Renault, Dacia and Alpine Signs

Applicant Details

Name/Company

Title

Mr

First name

John

Surname

Hendy

Company Name

Hendy Group

Address

Address line 1

Hendy Eastleigh Villeneuve Way

Address line 2

St Georges way

Address line 3

Town/City

Eastleigh

County

Country

Postcode

SO50 9SJ

Are you an agent acting on behalf of the applicant?

☒ Yes

☐ No

Contact Details

Primary number

***** REDACTED *****

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Agent Details

Name/Company

Title

Mr

First name

Peter

Surname

Tilbey

Company Name

Tara Signs ltd

Address

Address line 1

St PetersPlace

Address line 2

Western Road

Address line 3

Town/City

Lancing

County

Country

United Kingdom

Postcode

BN15 8SB

Contact Details

Primary number

***** REDACTED *****

Secondary number

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Sign1A: Renault Fascia
Sign 1B: Renault Fascia
Sign 2: Dacia Fascia
Sign 3A: Alpine Fascia
Sign 3B: Alpine Fascia
Sign 4: Renault Totem
Sign 5: Dacia Totem
Sign 6: Headline poster unit
Sign 7: Test Drive Mast
Sign 8: Alpine totem
Sign 9: Alpine display area totem
Sign 10: 1 Set of 3 flags and flagpoles

Advertisement Type:

Fascia Sign

Height:

1.15 metres

Width:

18.678 metres

Depth:

0.08 metres

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

4.2 metres

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

0.15 metres

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

90 centimetres

What materials will the advertisement be made of?:

Sign 1a: Woven mesh Aluminium fascia with built up opal acrylic Emblem and letters. Letters & emblem internally illuminated by white leds.

The colour of text and background:

Black background with white text

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.115 metres

Width:

9.19 metres

Depth:

0.15 metres

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

4.2 metres

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

0.15 metres

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

33.5 centimetres

What materials will the advertisement be made of?:

Sign 1B: Woven mesh Aluminium fascia with built up opal acrylic letters. Letters internally illuminated by white leds.

The colour of text and background:

Black background white graphics

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

1.575 metres

Width:

5.038 metres

Depth:

0.15 metres

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

10.26 metres

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

0.15 metres

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

60 centimetres

What materials will the advertisement be made of?:

Sign 2: White ACM Background with green acm border. LED Internally illuminated built up green to white acrylic letters.

The colour of text and background:

White background green border and letters

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.85 metres

Width:

6.024 metres

Depth:

0.153 metres

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

6.9 metres

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

0.153 metres

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

18.7 centimetres

What materials will the advertisement be made of?:

Sign 3a: Blue ACM fascia with built up opal acrylic Letters and Logo. Text to be internally illuminated by white leds.

The colour of text and background:

Blue Background white letters and red, blue & white logo

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Fascia Sign

Height:

0.85 metres

Width:

4.848 metres

Depth:

0.153 metres

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

6.9 metres

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

0.153 metres

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

18.7 centimetres

What materials will the advertisement be made of?:

Sign 3b: Blue ACM fascia with built up opal acrylic Letters and Logo. Text to be internally illuminated by white leds.

The colour of text and background:

Blue background, white letters Blue, Red and white logo

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

6.5 metres

Width:

1.4 metres

Depth:

0.34 metres

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

0 metres

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

0 metres

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

0 centimetres

What materials will the advertisement be made of?:

Sign 4: Extruded Aluminium back boxes with rigid polyester faces, which are fitted back to a mild steel sub frame. Internally illuminated by white LEDS. Fitting onto a concrete base.

The colour of text and background:

Black and white

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

6.5 metres

Width:

1.765 metres

Depth:

0.34 metres

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

0 metres

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

0 metres

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

34 centimetres

What materials will the advertisement be made of?:

Sign 5: ACM face panels with internally illuminated acrylic logos, Fitting back onto a mild steel sub frame. Fitting onto a concrete base

The colour of text and background:

Green and wood effect backgrounds with white logos.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

2.76 metres

Width:

1.35 metres

Depth:

0.23 metres

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

0 metres

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

0 metres

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

0 centimetres

What materials will the advertisement be made of?:

Sign 6: Free standing aluminium sign case, clear acrylic face [panel with a colourful interchangeable poster. Fitting onto a concrete base.

The colour of text and background:

Black background with an interchangeable poster.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

3 metres

Width:

0.4 metres

Depth:

0.2 metres

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

0 metres

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

0 metres

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

20 centimetres

What materials will the advertisement be made of?:

Sign 7: Free Standing Test drive drive mast. acm panels fitting onto a mild steel sub frame. Acrylic text internally illuminated by white LEDS.
Fitting onto a concrete base.

The colour of text and background:

White background grey text.

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

6.5 metres

Width:

1.408 metres

Depth:

0.24 metres

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

0 metres

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

0 metres

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

52 centimetres

What materials will the advertisement be made of?:

Sign 8: ACM Panels fitting onto a mild steel sub frame with white LEDS internally illuminated Acrylic logos. Fitting onto a concrete base.

The colour of text and background:

Blue background white logos

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

2.3 metres

Width:

1.4 metres

Depth:

0.16 metres

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

0 metres

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

0 metres

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

7 centimetres

What materials will the advertisement be made of?:

Sign 9: ACM Panels fitting onto a mild steel sub frame with white LEDS internally illuminated Acrylic Graphics. Fitting onto a concrete base.

The colour of text and background:

Blue background white letters and Red, Blue & white logos

Will the advertisement be illuminated?:

Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:

300 cd/m²

Will the illumination be static or intermittent?:

Static

Advertisement Type:

Other type

Height:

6 metres

Width:

1.5 metres

Depth:

0.1 metres

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

6 metres

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

0 metres

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

20 centimetres

What materials will the advertisement be made of?:

Sign 10: 12M High GRP Flagpoles with 6m knitted polyester flags bolted into a concrete base

The colour of text and background:

Various colours.

Will the advertisement be illuminated?:

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

Sign 4: Renault Totem
Sign 5: Dacia Totem
Sign 6: Headline poster unit
Sign 7: Test Drive Mast
Sign 8: Alpine totem
Sign 9: Alpine display area totem
Sign 10: 1 Set of 3 flags and flagpoles

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

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

24/07/2023

To Date

30/07/2029

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

Peter Tilbey

Date

31/05/2023