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) (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

7-9

Address Line 1

Market Street

Address Line 2

Address Line 3

Hampshire

Town/city

Eastleigh

Postcode

SO50 5RH

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

Easting (x)

445576

Northing (y)

119004

Description

Applicant Details

Name/Company

Title

First name

Jon

Surname

Birtles

Company Name

Loungers UK Ltd

Address

Address line 1

26 Baldwin Street

Address line 2

Address line 3

Town/City

Bristol

County

Country

Postcode

BS1 1SE

Are you an agent acting on behalf of the applicant?

- ☑ Yes
- ○ No

Applicant Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

Ms

First name

Florence

Surname

Wong

Company Name

Richard Pedlar Architects

Address

Address line 1

St. Brandon's House

Address line 2

29 Great George Street

Address line 3

Town/City

Bristol

County

Country

GB

Postcode

BS1 5QT

Contact Details

Primary number

***** REDACTED ******

Secondary number

Fax number

Email address

***** REDACTED ******

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

Installation of 1no. box pan fascia sign with internally-illuminated lettering and an internally illuminated menu board

Please specify the type(s) and details of each proposed advertisement

Advertisement Type:
Fascia Sign

Height:
1.27 metres

Width:
8.275 metres

Depth:
0.09 metres

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

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

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

What materials will the advertisement be made of?:
As stated in application drawing

The colour of text and background:
As stated in application drawing

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:
300 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
0.684 metres

Width:
0.527 metres

Depth:
0.07 metres

What is the height from the ground to the base of the advertisement?:
1 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?:
As stated in application drawing

The colour of text and background:
As stated in application drawing

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Internally

Illuminance levels:

300 cd/m^2

Will the illumination be static or intermittent?:
Static

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

Illuminated menu board installed inside shopfront to the right hand side of the main entrance

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

10/11/2026

To Date

09/11/2031

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

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

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 the questions answered, details provided, 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.
I/We also accept that, in accordance with the Planning Portal's terms and conditions:
- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published 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

Florence Wong

Date

10/11/2026