

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

First name

Surname

Company Name

Address

Address line 1

Address line 2

Address line 3

Town/City

County

Country

Postcode

Are you an agent acting on behalf of the applicant?

- ☐ Yes
☒ No

Contact Details

Primary number

Secondary number

***** REDACTED *****

Fax number

Email address

***** REDACTED *****

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

x4 Protruding Vertical Banners (next to main entrance) - Each banner will include different information about the theatre

x2 A0 Snap Frame Poster Inserts (Around the back of the building) - Each poster will include different show information

Pelmet Sign (next to Atrium Entrance)

x4 Window Vinyls - Each advert will include different information about the theatre

Advertisement Type:

Projecting or Hanging Sign

Height:

2 metres

Width:

0.6 metres

Depth:

0.1 metres

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

5 metres

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

0.7 metres

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

50 centimetres

What materials will the advertisement be made of?:

PVC with fixtures and fittings.

The colour of text and background:

Text will be white with different backgrounds depending on which banner ranging from dark blue, Blue, Red, Pink, Purple, Light Purple, Gold, Orange. Please note there is to be 4 of these where each one will be present slightly different information.

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

1.7 metres

Width:

1.2 metres

Depth:

0.15 metres

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

2 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?:

50 centimetres

What materials will the advertisement be made of?:

ACM Panel with Aluminium Snap Frame Interchangeable PVC poster insert

The colour of text and background:

Main text will be White and light Blue text on a dark navy background Some artwork blocks with White text on coloured backgrounds such as Purple, Pink, Gold or Turquoise

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

1.25 metres

Width:

3.5 metres

Depth:

0.15 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?:

70 centimetres

What materials will the advertisement be made of?:

Aluminium Composite

The colour of text and background:

Predominantly White text with dark navy blue background. Some artwork blocks with White text on Purple, Pink, Gold, Red, Turquoise, light purple, Orange or dark yellow backgrounds.

Will the advertisement be illuminated?:

Advertisement Type:

Fascia Sign

Height:

1.7 metres

Width:

1.2 metres

Depth:

0.01 metres

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

1.5 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?:

60 centimetres

What materials will the advertisement be made of?:

Window Vinyl

The colour of text and background:

White text on dark navy blue background. And white text on either Purple, Pink, Gold, Red, Turquoise, light purple, Orange or dark yellow backgrounds. Please note there is to be 4 Window Vinyl Adverts where each one will be present slightly different information.

Will the advertisement be illuminated?:

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

25/08/2024

To Date

01/08/2034

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

If Yes, please complete the following information about the advice you were given (this will help the authority to deal with this application more efficiently):

Officer name:

Title

First Name

***** REDACTED *****

Surname

***** REDACTED *****

Reference

PD/24/97852

Date (must be pre-application submission)

19/07/2024

The relevant regulations are The Town and Country Planning (Control of Advertisements) (England) Regulations 2007, Schedule 3, Part 1, Class 5 which gives consent for signs and advertisements at any business and commercial buildings, provided the advertisement refers to the business, activity or goods/services available at the premises, and complies with the relevant limitations and conditions.

I can advise that an application for advert consent will be required for the signage for the following reasons:

Item B – Protruding vertical banners, 4No. 600mm x 2,000mm

The proposed vertical banners are no more than 1.55 square metre in area which complies with Class 5. However, it appears from the information provided that the banners would not comply with the condition that:

No part of the advertisement may be higher above ground level than whichever is the lower of-

4.6 metres,
the bottom level of any first-floor window in the wall on which the advertisement is displayed.

Item E – A0 snap frame with interchangeable posters, 2No. 1189mm x 1682mm

The proposed snap frame signs would exceed 1.55 square metres in area and would require advert consent.

Item F (Option 1) – Pelmet sign, 3,500mm x 1,250mm

The proposed pelmet sign would exceed 1.55 square metres in area and would require advert consent.

Item F (Option 2) – Stand-off lettering

The proposed stand-off lettering sign would exceed 1.55 square in area and would also have a character/symbol on the advertisement, which is more than 0.75 metre in height, and therefore would require advert consent.

Item H – Block out vinyl, 1,200mm x 1,650mm

The proposed block out vinyl exceeds the requirement of 1.55 square metres however if no image is being displayed it would not require advertisement consent.

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

If yes, please provide details of their name, role, and how they are related:

***** REDACTED *****

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

Emilie Barton

Date

19/08/2024