FAREHAM
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

Former HCC Depot

Address Line 1

Land adjoining Cartwright Drive and Southampton Road

Address Line 2

Titchfield

Address Line 3

Town/city

Fareham

Postcode

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

Easting (x)

453306

Northing (y)

106555

Description

Site of former County Council/Highways Agency depot, located to north of St Margaret's Roundabout, at the junction of Cartwright Drive and A27 Southampton Road.

Applicant Details

Name/Company

Title

Mr

First name

Oliver

Surname

Loach

Company Name

Lidl Great Britain Ltd

Address

Address line 1

Foxes Park

Address line 2

Brownhill Way

Address line 3

Nursling

Town/City

Southampton

County

Country

Postcode

SO16 0AW

Are you an agent acting on behalf of the applicant?

- [x] Yes
- [ ] No

Applicant Contact Details

Primary number

Secondary number

Fax number

Email address

Agent Details

Name/Company

Title

Mr

First name

Max

Surname

Lewis

Company Name

CarneySweeney

Address

Address line 1

Brunel House

Address line 2

2 Fitzalan Road

Address line 3

Town/City

Cardiff

County

Country

GB

Postcode

CF24 0EB

Contact Details

Primary number

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

Secondary number

Fax number

Email address

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

Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

1 x externally illuminated wall mounted billboards.
1 x internally illuminated freestanding flagpole sign (6m high).

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

Advertisement Type:
Other type

Height:
3.25 metres

Width:
6.3 metres

Depth:
0.2 metres

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

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

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

What materials will the advertisement be made of?:
Powder Coated Aluminium RAL 9006

The colour of text and background:
Poster display so will vary

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:
Externally

Illuminance levels:
650 cd/m^2

Will the illumination be static or intermittent?:
Static

Advertisement Type:
Other type

Height:
5.98 metres

Width:
2.1 metres

Depth:
0.21 metres

What is the height from the ground to the base of the advertisement?:
2.62 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?:
Aluminium panels lacquered in RAL 9006 white Aluminium, base lacquered in RAL 7024 graphite grey. Lidl logo as lighting box with thermofoiled, curved & extensive printed acrylic logo shell. Lettered panels are square milled with foiled acrylic glass deposited. Galvanised steel frame construction.

The colour of text and background:
Blue (RAL 5010), Red (RAL 3020) and Yellow (RAL 1021)

Will the advertisement be illuminated?:
Yes

Will the advertisement be illuminated internally or externally?:

Internally

Illuminance levels:
440 cd/m^2

Will the illumination be static or intermittent?:
Static

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

1 x externally illuminated wall mounted billboards.
1 x internally illuminated freestanding flagpole sign (6m high).

Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- [x] Yes
- [ ] No

If Yes, please provide details

A new advertisement consent is only required and sought for the relocation of the one flagpole sign adjoining Southampton Road, which will be identical in size, appearance, dimensions and specification to that previously approved under consent ref. P/26/0750/AD, and the one billboard, which again will have identical specifications to the approved one and is only being moved slightly further west on the front of the building.

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- [x] 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)

Proposed Site Signage (ref. XX-XX-D-A-99002 rev. P03).
Site Location Plan (ref. XX-XX-D-A-91005 rev. P23).

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

- [ ] Yes
- [x] No

Advertisement(s) Period

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

From Date

11/11/2026

To Date

11/11/2031

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

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

Max Lewis

Date

11/11/2026