



Bournemouth, Christchurch
and Poole (BCP)
Council BCP Council Civic
Centre,
Planning Services,
Bourne Avenue,
Bournemouth,
BH2 6DY

4 April 2024

tor&co reference: 234707

Dear Sir/ Madam,

Application for advertisement consent

Marjorie House, 1 Crichel Mount Road, Poole

We write on behalf of Care South, ('the applicant') to submit an application for advertisement consent at Marjorie House, 1 Crichel Mount Road, Poole.

The application seeks permission for the installation of three advertisement signs at the front of Marjorie House. Two signs are proposed for the corner of the junction, consisting of an event banner on a retractable banner frame designed to retract into the ground when not in use. The other two signs, both permanently installed, will be positioned at the junction and entrance respectively, and will be underlit.

In addition to this covering letter, the following information has been submitted:

- Application form;
- Site location plan;
- Block plan;
- Proposed elevations;
- Plan detailing advertisement graphics; and
- Branding detail

This application has been submitted online and the application fee of £235 paid as part of the submission via the Planning Portal (ref: PP-12880492).

Planning considerations

The advertisements are not visually intrusive or illuminated and therefore do not in any way negatively impact on the surrounding highway network or jeopardise public safety. The scale of the advertisements are proportionate to the development site and provide a visual interest through communicating information about Marjorie House and the services available.

Summary

The advertisements are considered to be appropriate to their location in terms of their design, size and appearance and will not harm local amenity. The proposals are consistent with local and national planning policy and should therefore be approved.

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We trust that this application pack contains sufficient information to validate the application on receipt and we look forward to receiving your decision within the 8 week target determination period. However, should you require any further information please contact either myself (emily.comber@torandco.com) or my colleague Will Cobley (will.cobley@torandco.com)

Yours sincerely,



Emily Comber
Planner