



Design House, Swife Business Park, Burwash Rd, Heathfield TN21 8UP
[01435 866763](tel:01435866763) Applicant/Agent: Aimee Davies (Project Manager)

PLANNING STATEMENT (no listed building consent required)
Name and address of proposed advertisement site – Fat Face Head Office - 3 Ridgway, Havant PO9 1QJ
Proposed Development – <i>Please provide a brief description of the proposed advertisement</i> High level fascia brand/logo advertisement of front elevation of building. Only viewable upon access to head office from the Ridgeway.
Assessment of the surroundings of the proposed advertisement – <i>In what sort of area will the proposed development be located ? Consider its character and landscape as well as its social and economic characteristics.</i> Within a non-residential industrial park with other industrial units featuring high level fascia brand/logo advertisements of a similar size and nature.
Consultation - <i>How have you involved or consulted the local community, special interest groups, professionals etc about your development proposals ? If so, please give details.</i> No. Existing branding/logo being replaced to the latest Fat Face design.
Evaluation – <i>How has your evaluation of the surrounding area and any consultation affected your final scheme ?</i> N/A
DESIGN COMPONENTS
Proposed Use(s) - <i>How does your proposed use(s) fit in with the surrounding area ?</i> <i>How does your proposed development fit in with the relevant planning policies ?</i> The advertising is a small deviation from the current approved design. The colour remain subtle: RAL 9010 SG White (FACES) and RAL 5008 Sea Serpent blue/grey (RETURNS). Background as per current cladding.
Amount and density of advertisement– <i>e.g. number of residential units; floorspace; volume.</i> <i>Why is that an appropriate level of development ?</i> <i>Does it fit in with the surrounding area ?</i> Proportional to building and the fascia space available for logo to be advertised
Appearance – <i>Explain and justify the external appearance of the development and the choice of materials/finishes.</i> Painted stainless steel is a robust signage material. Previous approved signage was painted timber. We recently had to removed the old timber signage for health and

safety reasons due to its deterioration and bad weathering. This was carried out during a recent site survey for new signage. **Fat Face do not currently have any branding on their head office building.**

ACCESS COMPONENTS

Technical advice -

Have you taken any technical advice on access issues? – If so, please give details.

Yes, with regards to installation as part of the site survey. The new signage will not affect access to the building itself in any way.

Relevant Policies -

How have the relevant policies influenced your proposals?

N/A

Any other information?

Fat Face are keen to have a logo on their head office again and as soon as possible. Given the expense of the new signage / access equipment they were reluctant to install without prior consent. **Any assistance in expediting a decision would be greatly appreciated – please note that signage manufacture is a further 3-4 weeks from order/consent if granted.**