
Site Address:	1-3 Ridgway, Havant		
Proposal:	Display of 1No. non illuminated Fascia signage.		
Application No:	APP/22/00184	Expiry Date:	16/05/2022
Applicant:	Miss Davies Graffiti Design		
Agent:	Miss Davies Graffiti Design	Case Officer:	Selina Donophy
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site is located at the end of Ridgway a cul-de-sac off Marples Way in Havant and forms part of a small industrial estate. To the south the land is bounded by the A27 with open land to the North and East.
- 1.2 The site forms offices and distribution operations for Fatface a clothing retailer. The buildings are modern industrial buildings, metal clad with mainly grey finish.

2 Planning History

96/50134/007 - Construction of eleven additional parking spaces to west of main buildings, PERM,30/05/1997
91/56944/000 - 7 No. additional windows to west elevations, PERM,06/02/1992
92/50134/006 - Non-illuminated applied lettering (eight signs total) on west, south and east elevations of units 1 and 2., ZHIS,02/10/1992
06/71349/000 - Installation of single storey building link between units 1 & 3., PERM,24/05/2006
06/71349/001 - Installation of single storey pedestrian link between units 1 and 3., PERM,26/06/2006
07/71349/002 - Car park extension to provide an additional 37 spaces and erection of new cycle stand., REF,21/11/2007
08/71349/003 - Installation of expanding dock shelter to north elevation. , PERM,05/09/2008
APP/12/00104 - Extension to existing warehouse and associated parking. , WD,09/01/2013
APP/12/00206 - Extension to existing warehouse and associated parking. , PERM,25/07/2012

3 Proposal

Display of 1No. non illuminated Fascia signage.

4 Policy Considerations

National Planning Policy Framework

The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)

Havant Borough Local Plan (Allocations) July 2014

DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Councillor Imogen Payter

No comment

Councillor J Branson - St Faiths

No comment

Councillor T Pike - St Faith's

No comment

Hampshire Highways

Thank you for your consultation on the above planning application. The Highway Authority wish to make the following comments.

Due to the scale of the proposal, HCC's standing advice should be referred to in the first instance. As a result, the Highway Authority will not provide detailed comments on this planning application. For more information on standing advice please use the following link: www.hants.gov.uk/transport/developers/consultation

Yours faithfully,

6 Community Involvement

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 8

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
No comments received	

7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Visual amenity
- (ii) Highway safety
- (iii) Effect upon residential amenity

(i) Visual amenity

7.2 This proposal comprises new signage to the front (east) elevation of the Fat Face head office building which includes 1.5 metre high lettering with the Fat Face wording across the fascia board with a total width of approximately 4.96 metres. The colour would include RAL 9010 SG White (FACES) and RAL 5008 Sea Serpent blue/grey (RETURNS). The signage proposed is not considered out of place in this industrial setting - the building is largely screened by foliage from the A27 to the south and is not in a highly visible or prominent location. The signage is therefore deemed to be acceptable within the context of the area.

7.3 It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.4 Hampshire Highways have been consulted on this proposal and have upheld no objection to the signage- this would not be illuminated and is not considered to result in any highway safety issues.

(iii) Effect on residential amenity

7.5 There are no residential properties within close enough proximity to the site for the signage to be visible. No impact on neighbour amenity has been identified.

8. Conclusion

8.1 The proposed sign is considered to be acceptable and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/22/00184 subject to the following condition:

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:

External main signage uploaded on the 11.03.2022

Location plan uploaded on the 11.03.2022

Site plan uploaded on the 11.03.2022

Planning statement uploaded 11.03.2022

Reason: - To ensure provision of a satisfactory development.