

Your ref: APP/15/01212  
Our ref: 35226/Plot 2Advert

11 January 2016

Daphney Haywood  
Planning (Development Management)  
Havant Borough Council  
Public Service Plaza  
Civic Centre Road  
Havant, Hampshire  
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Dear Daphney

**RE: Submission of Details for Advertisement Consent at Plot 2 B8 Warehouse Unit, Dunsbury Hill Farm**

We write to request consent to display Advertisements under the Town and Country Planning (Control of Advertisement) Regulations 2007, for the erection of signage at Plot 2, Dunsbury Hill Farm.

In support of this application we submit the following:

- This covering letter (including Planning Assessment)
- Completed Advertisement Consent Application Form
- Existing Site Plan and Site Location Plan (ref: BAMD-Z2-XX-DR-A-10001 rev P5)
- Proposed Signage on Elevations Phase 1 Drawing
- Proposed Signage on Elevation Phase 2 Drawing
- Proposed Signage Section Standard Detail – Individual Illuminated Letters
- Proposed Signage Section Standard Details – Fascia Badge
- A cheque for the required application fee of £110.

**Site Description and Context**

The site, which is currently agricultural land, is located east of Junction 3 of the A3 (M) and west of Leigh Park and is under the ownership of Portsmouth City Council (PCC).

The original hybrid planning application for development of the wider site was approved in February 2014 (Application Ref: APP/12/00338). Plot 2 occupies 2.672 ha (6.6 acres) of the proposed Dunsbury Hill Farm development. The plot is situated on the southern edge of the development with direct frontage facing on to the proposed new access road linking Hulbert Road with Woolston Road. A new bus stop / lay-by will be located immediately outside the curtilage of the site.

The site is arranged with the building frontage and entrance located parallel with the access link road set back from the curtilage by a soft landscape zone with car parking arranged in rows to the front of the building. Approval of the detailed design of Plot 2 was sought by a reserved matters

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application, submitted to the council on 9<sup>th</sup> October 2015. This was subsequently approved on 23<sup>rd</sup> December 2015.

## Application Proposal

In association with the proposed B8 Warehouse, Advertisement Consent is sought for signage to advertise the use/occupiers of the building. This application seeks consent for the display of advertisements associated with both phases 1 and 2 of the proposed development – refer to the Reserved Matters Consent application for details of the proposed phasing.

### Phase 1

#### North Elevation:

- **Sign 1** – Positioned to the far left of the building on external cladding to be finished in Farrow & Ball ref: Railings (external satin finish). The external branding will be finished in Farrow and Ball ref: All White (external satin finish). The branding is comprised of four lines of text and reads as follows:
  - Line 1: 'FATFACE' in large capitalised letters;
  - Line 2: 'SINCE' (centralised in a small font size beneath line 1 wording);
  - Line 3 'MADE WELL' The Fatface logo 'WORN WELL' (large centrally positioned logo with small font used on either side); and
  - Line 4: '1988' (centralised, in a medium font size).Above the signage it is proposed to locate a trough light decorated to match the external F & B Railings cladding, the fitting would have LED lighting of max.60 lumens. The trough lighting will protrude between 300mm and a maximum of 600mm.
- **Sign 2** – Positioned centrally on external cladding to be finished in Farrow & Ball ref: Railings (external satin finish). The upper signage is to be 12mm timber 'FATFACE' letters & line finished base coat Dulux ref: 1050B40G (turquoise) and top coat Dulux ref: 10YY 54/034 Off White external satin finish. This will be distressed to appear worn and matt lacquer applied. Above the signage it is proposed to locate a trough light decorated to match the external F & B Railings cladding, the fitting would have LED lighting of max.60 lumens.
- **Sign 3** – To the far right of the building it is proposed to locate fascia signage reading 'FATFACE' 4440m above ground level. The internally illuminated 50mm acrylic FATFACE letters will be finished white distressed with 1mm aluminium 50mm return to be finished Dulux ref: 1050B40G (turquoise). To be applied externally to glazing. LED rope lighting with diffuser will be housed to the rear of the letters supplied and fitted by lighting supplier. The lighting will be a maximum of 150 lumens.

#### East Elevation:

- **Sign 4** - Positioned to the right hand side of the east elevation on external cladding to be finished in Farrow & Ball ref: Railings (external satin finish). The external branding will be finished in Farrow and Ball ref: All White (external satin finish). The branding is comprised of 4 lines of text and reads as follows:



- Line 1: 'FATFACE' in large capitalised letters;
- Line 2: 'SINCE' (centralised in a small font size beneath line 1 wording);
- Line 3 'MADE WELL' The FatFace logo 'WORN WELL' (large centrally positioned logo with small font used on either side) ; and
- Line 4: '1988' (centralised, in a medium font size).

Above the signage it is proposed to locate a trough light decorated to match the external F & B Railings cladding, the fitting would have LED lighting of max.60 lumens. The trough lighting will protrude between 300mm and a maximum of 600mm.

#### West Elevation:

- **Sign 5** – Positioned to the left hand side of the west elevation on external cladding to be finished in Farrow & Ball ref: Railings (external satin finish). The external branding will be finished in Farrow and Ball ref: All White (external satin finish). The branding is comprised of 4 lines of text and reads as follows:
  - Line 1: 'FATFACE' in large capitalised letters;
  - Line 2: 'SINCE' (centralised in a small font size beneath line 1 wording);
  - Line 3 'MADE WELL' The Fatface logo 'WORN WELL' (large centrally positioned logo with small font used on either side); and
  - Line 4: '1988' (centralised, in a medium font size).

Above the signage it is proposed to locate a trough light decorated to match the external F & B Railings cladding, the fitting would have LED lighting of max.60 lumens. The trough lighting will protrude between 300mm and a maximum of 600mm.

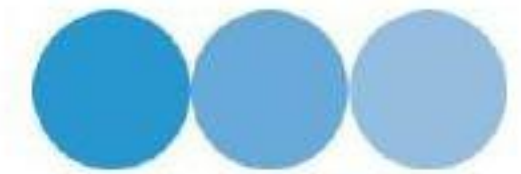
## **Phase 2**

Phase 2 would only result in one additional advertisement on the North Elevation. Sign 5 would be moved from the western elevation of the Phase 1 building to the western elevation of the Phase 2 building; there would be no change in the visual appearance of the sign/elevation between Phase 1 and Phase 2.

#### North Elevation:

- **Sign 6** - Positioned to the far right of the building on external cladding to be finished in Farrow & Ball ref: Railings (external satin finish). The external branding will be finished in Farrow and Ball ref: All White (external satin finish). The branding is comprised of 4 lines of text and reads as follows:
  - Line 1: 'FATFACE' in large capitalised letters;
  - Line 2: 'SINCE'(centralised in a small font size beneath line 1 wording);
  - Line 3 'MADE WELL' The Fatface logo 'WORN WELL' (large centrally positioned logo with small font on either side); and
  - Line 4: '1988' (centralised, in a medium font size).

Above the signage it is proposed to locate a trough light decorated to match the external F & B Railings cladding, the fitting would have LED lighting of max.60 lumens. The trough lighting will protrude between 300mm and a maximum of 600mm.



## Planning Assessment

In accordance with Circular 01/2006, and subsequent amendments, no design and access statement is required to support an application for advertisement consent. Therefore, no Design and Access Statement has been submitted with this application. There will be no changes to the existing vehicular and pedestrian access and egress arrangements of the site as a result of the proposal.

The NPPF states that control over outdoor advertisements should be efficient, effective and simple in concept and operation. Only those advertisements which will clearly have an appreciable impact on a building or on their surroundings should be subject to the local planning authority's detailed assessment. Advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

In this respect, Policy DM21: Shopfronts, Signs, Security Shutters and Advertisements of Havant Borough Council's Local Plan (Allocations) Document, adopted July 2014, requires that:

*'Planning permission will be granted for shopfronts, signs, security shutters and advertisements where:*

- 1. They are appropriate in size, scale and design to the character of buildings and their surroundings, including conservation areas, heritage assets and Chichester Harbour Area of Outstanding Natural Beauty (AONB).*
- 2. They will not result in a cluttered appearance either on individual buildings or on the streetscene as a whole.*
- 3. They do not have a detrimental impact upon public safety. In particular, advertisements and signs must not negatively impact upon highway safety for both vehicular and pedestrian movements.*
- 4. The level of illumination proposed does not result in significant levels of light pollution and does not have a detrimental impact upon the amenity of the local area. In the interests of amenity and public safety, individually illuminated letters may be preferable over entirely illuminated signs.'*

A high standard of materials and design has been pursued to ensure that the proposed signage will be sympathetic to the site's setting. The level of illumination proposed will not result in significant levels of light pollution and should therefore not negatively impact on pedestrian and vehicular highway safety or detrimentally affect the neighbouring amenity of the local area, complying with Policy DM21.

The signage will ensure a high standard of design, with signs 1, 2, 4, 5, and 6 being illuminated by trough LED lighting with a maximum of 60 lumens and sign 3 with LED rope lighting with a maximum of 150 lumens. It is considered that these lighting levels are not harmful to either the local area or highway safety.

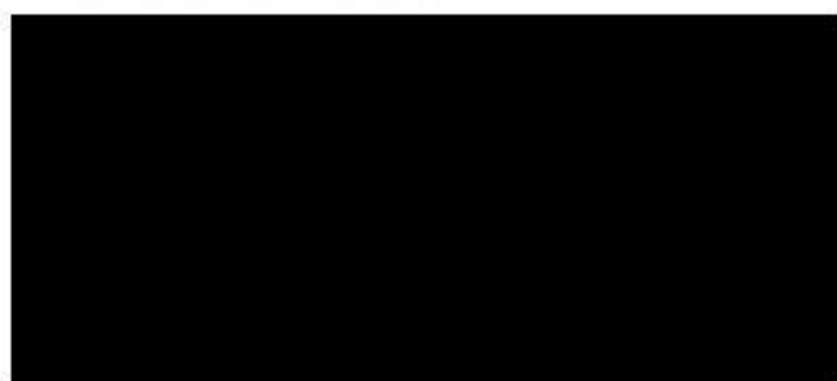
The proposals will support the commercial function of Fatface which will bring new employment opportunities to the local area. In terms of public and highway safety, we are of the opinion that the proposed advertisement complies with relevant development plan policies.



We trust you have all the necessary information to register, validate and determine the application, however, please do not hesitate to contact me on 0118 9520322 or [jjones@peterbrett.com](mailto:jjones@peterbrett.com) should you have any queries.

We look forward to receiving formal acknowledgment of the application in due course.

Yours sincerely



**Joanne Jones**  
Associate  
**PETER BRETT ASSOCIATES LLP**