
Site Address:	Dunsbury Park, Fitzwygram Way, Havant, PO9 4EE		
Proposal:	Display of 7No. internally illuminated monolith signs.		
Application No:	APP/19/01066	Expiry Date:	20/12/2019
Applicant:	Mr D Ball Portsmouth City Council		
Agent:	Mr J Beavan Savills	Case Officer:	Selina Donophy
Ward:	Barncroft		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

This application site is Dunsbury Park which is a business park currently in development located to the North West of Leigh Park. It lies to the East of the A3M and Junction 3 with Hulbert Road. To the West of the site is residential housing and to the South is an area called Nevilles Park, comprising a mixture of woodland , pasture and scrub.

2 Planning History

APP/18/00640 - Display of 2No. internally illuminated fascia signs and 1No. internally illuminated pole mounted sign., PERM,03/09/2018

APP/19/00239 - Application for non-material change to Planning Permission
APP/18/00357 (Plot 3 B) relating to revisions to northern elevation to change from three loading bay doors to four and addition of canopy above central loading bay doors., PERM,13/03/2019

APP/19/00365 - Please see covering letter, UNK,

APP/19/00385 - 2no. non illuminated building logos and 1no. freestanding non illuminated totem sign., PERM,19/06/2019

3 Proposal

Display of 7No. internally illuminated monolith signs.

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)

DM10 (Pollution)

Havant Borough Local Plan (Allocations) July 2014

AL1 (Presumption in Favour of Sustainable Development)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 **Statutory and Non Statutory Consultations**

Hampshire Highways

I refer to your recent consultation in respect of the above planning application and thank you for obtaining the additional information.

I can now confirm the Highway Authority have no objection subject to the following conditions :-

1. The maximum illuminance level on each sign visible from the highway network shall be 500 cd/m²
2. The light source of any sign shall not be visible from the highway network.

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: 0

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 includes 7 signs in total. There are three different advertisement designs proposed, including type A, B and C. There would be 1 sign A (A1) located to the Eastern entrance to the site, accessible via the Woolston Road roundabout, where Fitzwygram Way branches off towards Plot 3. There would be 5 advertisement sign C's located throughout the site, one (C1) at the entrance to the site when accessed from the West, from Hulbert Road, located just before the first roundabout within the site, where an

access road branches off South into Plot 1. There would be another located where the roundabout branches off to the North, situated by the car park at Unit B1 (C3) and another at the entrance to the car park serving the B1 Enterprise Centre/ Office Unit (C2). There would be two more design C signs, situated further East along Fitzwygram Way - one at the entrance to the service yard serving Unit B1C/B8 (C5) and another at the service entrance to Unit B2 (C4). There would be one sign B (B1) - this would be located across from sign C1, on the Northern side of the roundabout to the West of the site , ahead of the arm branching off to Unit B1.

The proposed monolith signs A and B are intended as welcome signs into the site. Sign A would have dimensions of 0.5 metres in width by 2 metres in height and sign B would have dimensions of 1 metre in width and 3 metres in height. Both signs would be aluminium, with white and green on grey colour detailing and would be internally illuminated by solar powered LEDs. Signs C would have dimensions of 1 metre in width by one metre in height with 0.3 metre depth, would also be in aluminium with a white , green on grey colour scheme and would also be internally illuminated.

It is considered that the associated signs in this site would not be detrimental to the character of the area, which is to be of business/ industrial use. The proposed signs would be reasonably modest in size, design and number and would not clutter or dominate the surroundings. It is judged that the signs would not result in any harmful impact to the visual amenity 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 The proposed signage would be located to the side of the highway. The Highway Authority was consulted regarding this application and had no adverse comments to make in respect of this proposal . A condition is recommended to have a maximum illuminance level on each sign visible from the highway of 500 cd/m² , with the light source to be non- visible from the highway.

(iii) Effect on residential amenity

- 7.5 There are no residential properties within the immediate vicinity of the application site. There are some properties to the East of the site, namely along Shepherd Way and Calshot Road however these would not be judged to be impacted by the proposed signs. It is considered that the proposed advertisements would have a limited and acceptable impact on the residential amenities of occupiers.

8. Conclusion

- 8.1 The proposed signs/sign are/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/19/01066

(A) subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.

Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

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

10004 P12 masterplan
signage specification details received 25.10.2019

Reason: - To ensure provision of a satisfactory development.

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 1. The maximum illuminance level on each sign visible from the highway network shall be 500 cd/m²
 2. The light source of any sign shall not be visible from the highway network.

Reason: In the interests of the amenities of the area, highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).