
Site Address:	Dunsbury Park, Fitzwygram Way, Havant, PO9 4EE		
Proposal:	Display of 2No. internally illuminated fascia signs and 1No. internally illuminated pole mounted sign.		
Application No:	APP/18/00640	Expiry Date:	27/08/2018
Applicant:	Mr Ryan Breeze (Southampton Ltd)		
Agent:	Mr Rava Clovemead Limited	Case Officer:	Daphney Haywood
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The Dunsbury Hill Farm site (DHF) comprises approximately 20 hectares of land located to the north west of Leigh Park. It lies to the east of the A3M and Junction 3 with Hulbert Road, from which it is separated by tracts of woodland. It lies to the west of Calshot Road, which forms the outer edge of Havant, from which it is separated by narrow tracts of open pasture and hedgerows. Prospect School lies to the south east, along with a recently completed Parchment Place development of 135 Houses. To the south is an area called Nevilles Park, comprising a mixture of woodland, pasture and scrub; much is not publicly accessible but is owned by the applicant. The access road has been constructed in accordance with the details approved under application APP/12/00338, and plot 2 (Fatface) which forms part of the first phase of development and comprises 2.672 ha on the southern edge of the DHF site with a direct frontage onto the new access road linking Hulbert Road and Calshot Road, has now been developed in accordance with the details approved under application APP/15/01156 .

2 Planning History

APP/18/00224 - Approval of Reserved Matters in respect to Phase 1 Plot 3a of APP/15/00732 (new employment uses, hotel and access road) comprising construction of B2 commercial vehicle repair and maintenance facility with ancillary sales area (total 1,190 sqm) for plot access, layout, scale & appearance and Condition B5 Other Matters criteria A to H inclusive., PERM,04/07/2018

APP/18/00357 - Approval of Reserved Matters in respect to Phase 1 Plot 3b of APP/15/00732 (new employment uses, hotel and access road) comprising construction of 3,528 sqm B1(c)/B2/B8 commercial premises for plot access, layout, scale, appearance & landscaping and Condition B5 Other Matters criteria A to G inclusive. PERM 2018

3 Proposal

Display of 2No. internally illuminated fascia signs and 1No. internally illuminated pole mounted sign. The signs would be displayed on the building recently granted permission under APP/18/00224 - Approval of Reserved Matters in respect to Phase 1 Plot 3a

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

Havant Borough Local Plan (Allocations) July 2014

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Countryside Access Team

No comments received

Highways Engineer, Development Engineer

The Highway Authority has no adverse comment to this application

Open Space Society

No comments received

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: one

Statutory advertisement: Not applicable.

Number of representations received:0

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

- (i) Visual amenity

7.2 The application site forms part of a larger commercial development. The unit is question is sited away from residential properties but in proximity to mature trees with ecology interests. The proposed panel advertisements have been designed to reflect the proportions and form of the building on which they are to be sited, and would be in

scale and of appropriate finish. The free standing sign at the entrance to the site is modest in scale and would not be over dominant. Lighting is proposed but at a low intensity and illuminated signs in this location are not considered to pose issues with ecology receptors as they would face onto/ be located in a large hardsurfaced parking area.

(ii) Highway safety

- 7.4 It is not considered that any element of the scheme would create an unacceptable level of distraction to users of the adjacent highway.

8. Conclusion

- 8.1 The proposed signs are 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/18/00640

subject to the following conditions

- 1 No part of the signage shall be illuminated other than as hereby permitted.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)
- 2 The illumination of the proposed sign shall be of a non-intermittent type.
Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations)
- 3 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location Plan

Proposed elevations Ref:-V01047 drwg DWG01

Proposed signage specification Ref:-V01047 drwg DWG01

Proposed signage plan Ref:-V01047 drwg DWG01

Reason: - To ensure provision of a satisfactory development.