
Site Address:	Development Site Phase, 1 Dunsbury Hill Farm, Park Lane, Cowplain, Waterlooville		
Proposal:	Display of 1No. externally illuminated fascia sign.		
Application No:	APP/16/01241	Expiry Date:	27/01/2017
Applicant:	Fat Face Ltd		
	Fat Face Ltd		
Agent:	Mrs Sutcliffe	Case Officer:	Daphney Haywood
	Box of Frogs Ltd		
Ward:	Barncroft		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 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. The main access road for the estate has now been constructed in accordance with the details approved under application APP/12/00338.
- 1.2 Plot 2 is the first plot to come forward and forms part of the first phase of development, 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. The site which is rectangular in shape is enclosed on 3 sides by mature tree planting, and has a fall in levels across the site of approx. 7m.

2 Planning History

APP/12/00338 - Hybrid planning application comprising a part outline application relating to development for employment uses and a hotel with conference facilities and a part detailed application for a new access link road with bus gate to Woolston Road; together with landscaping, infrastructure and associated works (approved 19.02.14). Request to discharge conditions A5, A10, A11, A12, A13, A14, A16, A17, A18, B4 and B10 (05.01.16)., PERM,19/02/2014

APP/15/00239 - Application for Discharge of Condition No's 10,11,12,13,14 and 16 relating to Planning Permission APP/12/00338., PERM,10/06/2015

APP/15/00676 - Discharge of Condition Nos. A8, A9 and C2 of Planning Permission APP/12/00338. , PERM,06/08/2015

APP/15/01156 - Approval of Reserved Matters in respect to Plot 2 Phase 1 of outline application APP/15/00732 (new employment uses, hotel and access road) comprising construction of B8 warehouse and distribution building(18,037 sq m) to be constructed in 2 phases, with a maximum height not exceeding the 42m AOD contour (the design for plot 2 incorporating revision to previously approved parameter plan forming part of

the Environmental Statement dated March 2012)., PERM,23/12/2015
APP/15/01212 - Display of 5No. externally illuminated fascia signs and 1No. internally illuminated fascia sign., PERM,24/03/2016

3 Proposal

Display of 1No. externally illuminated fascia sign fronting the car park and estate road.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)

DM10 (Pollution)

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

Development Engineer - Highways

The Highway Authority have no adverse comment to this planning application

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:

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, being the first unit to be constructed. The unit is question is sited away from residential properties but in proximity to mature trees with ecology interests. The proposed advertisement has been designed to reflect the proportions and form of the building on which it is to be sited, and would be in scale and of appropriate finish. Lighting is proposed but at a low intensity and an illuminated sign in this location is not considered to pose issues with ecology receptors as it would face onto a large hardsurfaced parking area beyond which lies the main estate road.

(ii) Highway Safety

- 7.3 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 It is considered that the advert is reasonable in terms of the impact on the visual amenities of the area and the impact on future users of the adjacent highway. As such the proposal accords with policies CS16 and DM10 of the Core Strategy and DM21 of the Allocations Plan.

9 **RECOMMENDATION:**

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/01241 subject to the following conditions:

- 1 No part of the fascia 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 Local Plan (Allocations) 2014.
- 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 Local Plan (Allocations) 2014.
- 3 The development hereby permitted shall be carried out in accordance with the following approved plans:

Location Plan DHF-BAMD-Z2-XX-DR-A-10001REV P5
Proposed external elevation Rev B dated 27.10.16

Reason: - To ensure provision of a satisfactory development.