
Site Address:	Former site BAE Systems Technology Park, Elettra Avenue, Waterloooville		
Proposal:	Display of 1No. internally illuminated freestanding directional sign.		
Application No:	APP/16/00845	Expiry Date:	10/10/2016
Applicant:	McDonalds Restaurants Ltd		
Agent:	Miss Smith	Case Officer:	Heather Lealan
	Planware Ltd		
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The land at former Marconi Underwater Systems is also known as BAE Systems Technology Park and the site forms an island of some 5.7 hectares bounded by Elettra Avenue, Hambledon Road and Silverthorne Way. It sits within the Brambles Farm Industrial Estate, 1km west of Waterloooville Town Centre. In 1982 planning permission was granted to Marconi for 28,300sqm of light industrial and research and development uses with ancillary buildings. Marconi was subsequently purchased in 2000 by BAE Systems.
- 1.2 Grass embankments and bunding form much of the perimeter to the North, East and South of the site with tree planting. The western perimeter of the overall site also has some tree planting along its edge. There are industrial units to the south and west with offices and industry to the north. A mix of residential and industrial units lies to the east of Hambledon Road opposite the site.
- 1.3 In 2015 an application for full planning consent was approved (ref APP/15/00451) for the construction of a vehicular route through the eastern side of the site at the former BAE systems park. Only the vehicular route formed the red line of the application. This application was submitted following the withdrawal of APP/13/00893. The applicants, Hargreaves, had acquired the site and confirmed within the submitted Planning Statement document that they wished to actively deliver the beneficial economic re-use of this site. The Planning Statement advised that the full planning application for a vehicular route through the eastern side of the site would facilitate necessary infrastructure to allow for bespoke submissions for individual plots. The reasoning for this approach was that to proceed with the development as a single consent as originally envisaged under the APP/13/00893 proposals was considered impractical because of the commercial and financial implications of the redevelopment package. In 2015 three further applications were submitted for a Drive-Thru restaurant, a discount foodstore and for a mixed commercial use for the single remaining building within the site, E Block.

2 Planning History

98/51340/009 - Outline application for construction of replacement staff restaurant and social club on part of existing car park and erection of 2 storey office building in place of existing staff restaurant and social club (readvertisement)

, S106,05/05/2000

96/51340/007 - Construction of a facilities building on land fronting Silverthorne Way (revision
n to Planning Permission 95/51340/6 dated 26 October 1995), PERM,16/05/1996

96/51340/008 - Construction of base and relocation of existing nitrogen tank to south of site on land fronting Silverthorne Way
, PERM,18/06/1996

95/51340/004 - Erection of a facilities building on land within existing site boundary., UNK,13/08/2004

95/51340/006 - Construction of a facilities building and 8.1m nitrogen tank on land fronting Silverthorne Way., PERM,26/10/1995

94/51340/003 - Installation of bunded cleansing facility within existing storage compound
, PERM,22/03/1994

92/51340/001 - Installation of Liquid Nitrogen Storage tank and pipework to the north of Silverthorne Way, PERM,26/02/1992

93/51340/002 - Temporary relief from condition number 5 of Planning Permission 26506/4 to enable 3 ancillary storage container to be kept in existing car park for 12 months
, ZHIS,18/03/1993

03/67977/000 - Upgrade of existing water storage and delivery systems to building sprinkler system to south-east elevation of building fronting Silverthorne Way., PERM,04/11/2003

03/67977/001 - Extension to pedestrian footpath to link BAE systems existing entrance with Silverthorne Way., WD,24/12/2003

06/67977/002 - Installation of a 100mm diameter flue to the rear (south east) elevation., PERM,27/03/2006

06/67977/003 - To dismantle and remove existing 60m chimney stack & replace with new boiler flue system 9.6m high encased within enclosure., PERM,09/05/2006

06/67977/004 - Installation of handrail to existing parapet wall at roof level. Erection of new roof top plant room. Installation of new roof top chiller plant., PERM,23/01/2007

06/67977/005 - Removal of existing external metal spiral fire escape and replace with a new metal staircase with straight runs and half landing. Installation of new external air handling unit., PERM,17/04/2007

07/67977/006 - Display of 2No. externally illuminated notice signs and 3No. non-illuminated notice signs to perimeter of site and buildings., PERM,23/05/2007

08/67977/007 - New HAVC chiller units and louvres to existing office building., PERM,14/05/2008

GEN/11/00451 - Redevelopment of site. , ,11/04/2012

GEN/11/01607 - Mixed re-development to include retail, food retail, hotel and Industrial units following demolition of existing buildings., ,08/02/2012 16:19:21

APP/12/00652 - Outline application for demolition of "main building" and ancillary restaurant and redevelopment to provide business units (Class B1, B2 and B8), car showroom, drive thru restaurant, hotel and restaurant and associated parking with access from Elettra Avenue., PERM,31/07/2013

APP/13/00893 - Outline application for mixed-use employment, leisure and retail development to comprise demolition of Main Building and erection of Class C1 hotel, Class D2 cinema, 3No. Class A3 restaurants, Class A4 public house, Class A3/A5 drive-thru restaurant, Class A1 foodstore and retention of E Block for use as Class B1 offices or conversion to Sui Generis bowling complex, Class D2 health and fitness centre, and Class A3 restaurant., WD,27/01/2015

APP/13/00940 - Application to determine whether prior approval is required for the

method of demolition of the buildings within the BAE Systems Technology Park (with the exception of E Block and Beam Plot buildings) and any proposed restoration of the site., PARP,16/10/2013

APP/15/00451 - Construction of a vehicular route through the site at the former BAE systems park (approved 19.06.15). Request to Discharge Condition No.3 (11.02.16)., PERM,19/06/2015

GEN/15/00481 - Screening Opinion, ,17/06/2015

APP/15/00770 - Use of the E block building for leisure (class D2) and/or non food retail (class A1) purposes with associated car parking and other works., PERM,21/04/2016

APP/15/00772 - Erection of a foodstore (Class A1) with associated parking, servicing, access and landscaping.

Request to discharge condition Nos. 3, 4a, 4b, 5, 6, 7, 9, 10 and 11 (26.04.16), PERM,26/04/2016

APP/15/00773 - Erection of a restaurant/drive thru (Classes A3/A5) with associated parking, servicing, access and landscaping (approved 09/10/215). Request to Discharge Conditions 3, 4a and b, 5, 6 and 8 (25.02.16)., PERM,09/10/2015

APP/15/00969 - 7No. illuminated fascia signs consisting of 3No. sets of letters, 1No. Golden Arch and 3 No. Arch panels., PERM,28/10/2015

APP/15/00970 - Display of 1No. illuminated 12m totem sign., WD,18/09/2015

APP/15/00971 - Display of 1No. illuminated gateway sign; 9No. illuminated freestanding signs (7No. totem; 2No. directional); 1No. side-by-side non-illuminated sign; 2No. non-illuminated banner signs and 10No. non-illuminated DOT (information) signs., PERM,28/10/2015

APP/16/00145 - Installation of 2No. internally illuminated totem signs., PERM,11/04/2016

APP/16/00421 - Variation of condition 8 of Planning Permission APP/16/00145 for the intensity of the illumination not to exceed 700 cd/2 for the M section of the sign., PERM,20/06/2016

APP/16/00470 - SEE ATTACHED LETTER, UNK,

APP/16/00603 - Application to determine whether prior approval is required for the method of demolition of Block E and any proposed restoration of the site., PAYA,11/07/2016

APP/16/00897 - Application for non-material change to Condition1 of Planning Permission APP/16/00472 to substitute the approved elevation drawing., PERM,

3 Proposal

Display of 1No. internally illuminated freestanding directional signs. Initially the application was submitted for 5 signs that were distributed through the site. The number has been reduced to one at the case officer's request following consideration that the 5 signs would lead to clutter and therefore would not accord with policies CS16 or DM21 of the Local Plan

4 Policy Considerations

National Planning Policy Framework

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

Development Engineer

The Highway Authority has no adverse comment on this application. However the number of signs and their location remote from the restaurant could create a precedent for other units and the resulting number of future signs may lead to the distraction of drivers.

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: 1

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 proposed sign would be situated well within the former BAE site as identified on the submitted plan as location B. The application site has permission for commercial development including drive thru and discount foodstore. The additional signage, (now that the number has been reduced from 5 to 1), is in context with the immediate vicinity and it is therefore judged that it would not have an adverse impact on the visual amenities of the area or lead to clutter within the application site. It is considered the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway Safety

7.3 It is not considered that there are any issues with regard to highway safety. Illumination condition is required.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00845 subject to the following conditions

- 1 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)
- 2 The intensity of illumination shall not exceed 600 candelas per m2.
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).
- 3 The development hereby permitted shall be carried out in accordance with the following approved plans:

Remote Direction Signage Layout Plan drwg.no 6449-PL-023 rev C received
15 September 2016

Reason: - To ensure provision of a satisfactory development.