
Site Address:	Land at the former Marconi Underwater Systems, Elettra Avenue, Waterloo		
Proposal:	Installation of 2No. internally illuminated totem signs.		
Application No:	APP/16/00145	Expiry Date:	11/04/2016
Applicant:	Mr Belbin Hargreaves	Team:	Team 2
Agent:		Case Officer:	Heather Lealan
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 Waterloo 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

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/16/00153 - No works of construction associated with the vehicular route shall commence until further plans and particulars specifying the alignment, width, gradient and type of construction proposed for the vehicular route (including all relevant horizontal cross and longitudinal sections) and the related provision to be made for lighting and for surface water disposal have been submitted to and approved in writing by the Local Planning Authority. The implementation of the vehicular route shall thereafter be completed in full accordance with such plans and particulars thus approved by the Authority., UNK,

3 Proposal

Installation of 2No. internally illuminated totem signs. This application seeks to provide a coordinated signage solution for the commercial development within this park and the two signs subject of the application are located to the eastern grass bank. They are under 11m (approx) in height. However, the height, as detailed on the application from is 9.6m, and the applicant has submitted an email confirming the proposed height is as the submitted elevations plan as prepared by Tara Signs (Issue 2) received 10 February 2016.

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

Estates Manager

No objection

Engineering/Drainage

No drainage observations

Development Engineer

No Comments

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: 48

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: None

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 signs would be situated on the eastern side of the site adjacent to Hambledon Road and therefore readily visible from the public realm. The application site has permission for commercial development including drive thru and discount foodstore and this signage application represents a coordinated solution for the site signage. The new signage is in context to the immediate vicinity and it is therefore judged it would not have an adverse impact on the street scene. They are significant in height at 11m (approx), however this is a significant site in terms of the commercial development within and the coordinated site signs are more preferable to a profusion of individual store signs located along the grass bank. The main part of the signage is 9.05m in height and it is the McDonalds arch that adds the additional height. However this element of the sign is not solid and so the impact is lessened. It is recommended that a levels condition be included as the bank is steep at this section of the site. The signs are shown located to the lowest part of the bank but it is important to ensure that the levels are not raised as it is the presence of the bank behind the signs that assist to negate the height of the signs and ensure that they are acceptable in context. It is considered the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway Safety

7.3 The Development Engineer has been consulted and does not raise any issues to the proposal with regards to highway safety. It is recommended that the standard illumination condition be placed on any planning permission.

8 Conclusion

8.1 The application is considered to be acceptable and is recommended for approval.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/16/00145 subject to the following conditions

- 1
 - (a) No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
 - (b) No advertisement shall be sited or displayed so as to:
 - (i) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (ii) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (iii) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
 - (c) Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
 - (d) Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.
 - (e) Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 2007.
- 2 The illumination of the proposed signs 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 intensity of illumination shall not exceed 300 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).
- 4 No development shall take place until details of existing and finished levels relative to previously agreed off-site datum points have been submitted to and approved in writing by the Local Planning Authority. The development shall be undertaken in accordance with the approved details.

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

Email from agent 15 March confirming the height of the signs.
Block Plan STP-WA-H PL 101 received 10 February 2016
Elevations prepared by Tara Signs Issue 2 received 10 February 2016
Colour Elevations and Technical Details prepared by Tara Signs Issue 2
received 10 February 2016

Reason: - To ensure provision of a satisfactory development.