
Site Address:	Former BAE Systems Technology Park, Elettra Avenue, Waterlooville PO7 7XS		
Proposal:	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.		
Application No:	APP/15/00971	Expiry Date:	30/10/2015
Applicant:		Team:	Team 2
Agent:	Miss D Smith	Case Officer:	Heather Lealan
Ward:	Waterloo		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description and Background

- 1.1 The BAE Systems Technology Park 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 Waterlooville 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 The park currently contains the following buildings:
E Block - 6,726sqm of light industry B1(c) land use and Beam Block - 927sqm of B1(c) space which remains in BAE operational use.
The former main building within the site and associated restaurant have been demolished prior to the submission of this application.
- 1.3 Over recent years a significant portion of the site became surplus to operational requirements leaving much of the former building space (now demolished) virtually unoccupied. There was an extensive parking area largely located to the south western side of the site. The site has main access via the Elettra Avenue roundabout junction with a dedicated arm to the site. There are secondary accesses to the south of the site off Silverthorne Way.
- 1.4 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. The part of the site forming this application falls within Flood Zone 1.

2 Relevant Planning History

2.1 APP/15/00770

Use of E block building for leisure (class D2) and/or non-food retail (class A1) purposes with associated car parking and other works. Currently under consideration.

2.2 APP/15/00772

Erection of a foodstore (Class A1) with associated parking, servicing, access

and landscaping. Permitted Oct 2015

2.3 APP/15/00451

Application for full planning consent for the construction of a vehicular route through the eastern side of the site at the former BAE systems park.

Within the red line of the submitted application the proposed vehicular access provides a link into the site via Elettra Avenue, (served via a dedicated arm of the roundabout junction), and winds through the eastern half of the site, around the remaining E Block and Beam Block, linking out of the site to Silverthorne Way. Permission granted July 2015

2.4 APP/13/00893

Outline application for demolition of the existing main building and a mixed-use employment, leisure and retail development comprising of Class C1 hotel, Class D2 cinema, 3No. Class A3 restaurants, Class A4 public house, Class A3/A5 drive-thru restaurant, Class A1 food store 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. The only matters to be considered at outline stage were access into the site and the layout of the uses proposed. The appearance, landscaping and scale of the buildings would be agreed at the reserved matters stage. Resolution by Development Management Committee to permit subject to the completion of S106; however application withdrawn prior to S106 being completed.

2.5 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 Block buildings) and any proposed restoration of the site. Approved 16/10/13 and implemented.

2.6 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. Outline consent 31/07/13.

3 Proposal

- 3.1 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. This application has been submitted in association with recently permitted scheme for the erection of a restaurant/drive thru (Classes A3/A5) with associated parking, servicing, access and landscaping.

4 Policy Considerations

National Planning Policy Framework

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)

DM10 (Pollution)

Listed Building Grade: Not applicable.
Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer

The Highway Authority has no adverse comments to this 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: 26

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) Principle of development
- (ii) Impact upon the streetscene
- (iii) Impact upon residential amenity
- (iv) Impact on highway safety

(i) Principle of development

The application site is situated within an urban area where further development is considered acceptable subject to the usual development control criteria.

(ii) Impact upon the streetscene

It is not considered that the addition of the proposed freestanding, gateway and associated signs in this location would be detrimental to the character of this locality; which is urban in nature and features a range of commercial buildings and signage. The size and appearance of the signs are considered to relate satisfactorily to the proposed McDonalds building which has now been granted planning consent. As initially submitted, the application proposed a banner and freestanding sign located

within the area to the north of the site, adjacent to the highway. It was considered that such a siting would lead to clutter, given that other operators within the development may also then wish to place signs here. Amended plans were submitted accordingly and the two signs were moved well within the site, where they will sit against the backdrop of the McDonalds building.

(iii) Impact upon residential amenity

It is not considered that the signs will cause an unacceptable degree of detriment to the amenities of the adjacent residential dwellings. The closest of the adjacent dwellings are located on the opposite side of Hambledon Road from the application site and the site is partially screened from the dwellings by highway trees. Whilst, it is accepted that the signs will be more visible during the winter months when there is no foliage on the trees, it is still considered that the degree of separation distance from the residential properties to the application site is sufficient in terms of both visual amenities and acceptable levels of light pollution

(iv) Impact on highway safety

The signs are located within the McDonalds site and are located an acceptable distance away from the Hambledon Way roundabout and there are no highway objections to the proposal in terms of road safety. Illumination levels should be conditioned to be no greater than standard accepted levels of luminance for signs adjacent to highways.

8 Conclusion

In conclusion, the site address is within an urban area and it is considered that the signage is acceptable as it will relate satisfactorily to both the parent restaurant building and its surroundings (including residential properties). As such it is considered to accord with the requirements of policies CS16 and DM10 of the Core Strategy and the application should be granted advertisement consent.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/00971 subject to the following conditions

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 1992
- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992

- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 4 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.
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).
Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.
- 6 The intensity of illumination shall not exceed 600 candelas per m2.
Reason: In the interests of the amenities of the area and highway safety and having due regard to policy DM21 of the Havant Borough Publication Local Plan (Allocations).
- 7 The development hereby permitted shall be carried out in accordance with the following approved plans:

Proposed Site Layout Dwg.No 6449-PL-008 rev D received 8 October 2015
McDonalds 10 MPH disc received 4 September 2015
Sign Type 22 New Double Sided Banner Unit received 4 September 2015
Sign Type 7 Side by Side Any Lane Sign received 4 September 2015
Sign Type 11 Totem 4 Bay received 4 September 2015
Sign Type 13 Hero Poster Board received 4 September 2015
Sign Type 3 Gateway received 4 September 2015
Sign Type 25 Pedestrian Crossing received 4 September 2015
Sign Type 24 Parked Order Bay 1 received 4 September 2015
Sign Type 24 Parked Order Bay 2 received 4 September 2015
Sign Type 24 Accessible Parking Bay received 4 September 2015
Sign Type 25 No Entry received 4 September 2015
Sign Type 25 Give Way received 4 September 2015

Reason: - To ensure provision of a satisfactory development.