
Site Address:	Plot 2, B8 Warehouse Unit, Dunsbury Hill Farm, Park Lane, Cowplain, Waterlooville		
Proposal:	Display of 5No. externally illuminated fascia signs and 1No. internally illuminated fascia sign.		
Application No:	APP/15/01212	Expiry Date:	07/03/2016
Applicant:	Portsmouth City Council	Team:	Team 2
Agent:	Mrs Joanne Jones	Case Officer:	Daphney Haywood
	Peter Brett Associates		
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; much is not publicly accessible but is owned by the applicant. Work has commenced on the access road in accordance with the details approved under application APP/12/00338.
- 1.2 Plot 2 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. 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

02/54469/005 - Application by Hutchison 3g to determine whether prior approval is required for the siting and appearance of a free-standing telecommunications monopole with antenna (total height 15m), and associated equipment cabin at ground level within an enclosed compound measuring 4m x 7.55m located to south of existing Vodafone mast installation., PARR,19/08/2002

01/54469/004 - Application to determine whether prior approval is required to replace the existing 15metre monopole and antennae with a new 15metre monopole, incorporating six directional panel antennae, two dish antennae and associated cabling., PARP,26/02/2001

00/54469/003 - Application for determination as to whether prior approval is required for the removal of the existing equipment cabin and replacement with a larger cabin of 3.7m x 2.5m x 2.8m (approx 26 cubic metres), PANR,18/04/2000

96/54469/002 - Telecommunications notification, UNK,

95/54469/001 - App for determination whether prior approval is required for erection of freestanding telecommunications pole (15m high with 2-directional & 1 dish antennae) & assoc. equip. cabinet, DELG,

92/54469/000 - C/U from farm to 18 hole Golf Course, Hotel & parking access from

Hulbert Rd, S of Jnct A3M (Land E A3M and Hulbert Rd - of B&Q and Wof Warren Park - Leigh Park)., WD,08/02/1993

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/12/00907 - Removal of Condition 16 of Planning Permission 08/61332/004 relating to removal of play equipment., PERM,28/11/2012

APP/14/00270 - Discharge of Conditions A1 (i)c and A1 (ii), A17 and A18 of Planning Permission APP/12/00338., PERM,25/03/2014

APP/14/01000 - Partial discharge of Condition A16 of Planning Permission

APP/12/00338 in respect to access road only.

, PERM,12/03/2015

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/15/00478 - Discharge of Condition No/s A1, A2, A3, C2 and C3 of Planning Permission APP/12/00338 in respect to the access road only., PERM,06/08/2015

APP/15/00670 - Application to determine whether prior approval is required for the siting and appearance to replace a 17.4m monopole with a 17.5m monopole with relocated 0.3m dish mounted above giving total height of 18m; enlargement of base compound with associated fencing, enabling re-siting of mast 3m north; replacement of 6No. antennas, installation of 1 No. additional 0.3m dish and associated gantry poles and equipment., PAYA,11/08/2015

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

APP/15/00732 - Variation of Condition B6 of Planning Permission APP/12/00338 to change the maximum B8 floorspace from 12,356 square metres (20%) to 18,534 square metres (30%)., PERM,01/10/2015

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

3 Proposal

Display of 5No. externally illuminated fascia signs and 1No. internally illuminated fascia sign.

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)

I have no adverse comment to this application

County Ecologist The proposed signage is lit but is very low intensity and would not pose issues with ecology receptors.

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: Not applicable.

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

The application site forms part of a larger commercial development, being the first unit to be constructed. The unit in question is sited away from residential properties but in proximity to mature trees with ecology interests. The proposed advertisements which have been designed to reflect the proportions and form of the building on which they are to be sited, would be in scale and of appropriate finish. Lighting is proposed but at a low intensity and the signage which the ecologist has advised would not pose issues with ecology receptors, is not considered to adversely impact visual amenity.

- (ii) Highway Safety

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 adverts are 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 Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/15/01212

subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.
Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsary Purchase Act 2004.
- 2 (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.
- 3 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)

- 4 The illumination of the proposed signage 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)
- 5 The development hereby permitted shall be carried out in accordance with the following approved plans:

Existing plans and site location -BAMD-Z2-XX-DR-A-10001REV5

Proposed signage and east, west and north elevations received 22 Oct 2015

Proposed signage and north elevation received 22 Oct 2015

Proposed signage section standard detail Land/mountain cottage facie badge
Rev A

Proposed signage section standard detail A 11.03.2014 Land/mountain shack
individual illuminated letters

Reason: - To ensure provision of a satisfactory development.