

3.0 Planning Context

This chapter outlines the planning policy framework relevant to the proposed development. It highlights key national and local policies, including site allocation and supplementary guidance, that have informed the design. The proposals are set within the wider strategic context, demonstrating alignment with policy objectives on land use, design quality, sustainability and accessibility, supporting a responsive and compliant design approach.

3.1 National and Local Context

Local Plan and SPDs

The Local planning policies set by Havant Borough Council were viewed as the planning framework to meet the development needs of the Borough, and focuses on the amount, type and location of growth. The Local Plan establishes the standards required for the delivery of a high quality natural and built environment including design, layout, landscaping and the consideration of ecological and historic assets.

NPPF

The revised National Planning Policy Framework (“NPPF”) was adopted in December 2024 and is a material consideration in the determination of all planning applications. At the core of the NPPF is a ‘presumption in favour of sustainable development’. Paragraph 8 of the NPPF states that achieving sustainable development means the planning system has economic, social, and environmental overarching objectives which are interdependent and need to be pursued in mutually supportive ways.

Paragraph 11 of the NPPF contains the presumption in favour of sustainable development. In terms of decision taking, Paragraph 11 states that proposals which accord with the development plan should be approved ‘without delay’.

Paragraph 85 states planning decisions should help create the conditions in which businesses can invest, expand and adapt with significant weight placed on supporting economic growth and productivity, particularly where Britain can be a global leader in driving innovation.

Paragraphs 124-128 relate to making the most effective use of land. Of relevance to this proposal, Paragraph 121 states that policies and decisions should promote and support the development of under-utilised land and buildings.

Paragraph 129 of the NPPF states that planning policies and decisions should support development which makes the most efficient use of land, taking account of local market conditions, the desirability of maintaining an area’s prevailing character and the need to promote regeneration and change.

Paragraph 135 states decisions should ensure that developments: function well; are visually attractive; are sympathetic to local character and history; establish or maintain a strong sense of place; optimise the potential of the site; and create places that are safe, inclusive, and accessible and which promote health and well-being.



3.2 Planning History

The main planning permissions for the wider Dunsbury Park site is as follows:

- Planning permission was originally granted for Dunsbury Park on the 19 February 2014 with a hybrid application (ref: APP/12/00338), providing full permission for the access link road (now constructed - Fitzwygram Way) and outline permission for the development plots totalling 61,779sqm of B1/B2/B8 floorspace, with a maximum of 20% to be B8, and up to 5,574sqm of hotel and conference facilities. This has been partly implemented.
- 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%). Granted on 01 October 2015.
- APP/17/01324 | Variation of Condition B6 of Planning Permission APP/15/00732 to remove the restriction on the proportion of B8 floorspace allowed within the Dunsbury Park development and thus provide for a maximum mixed use floor space of 61,779sqm within Classes B1, B2 and/orB8 of the Use Classes Order 1987 as amended. Granted 13 December 2018. This planning application is the most recent application covering the whole site and includes the main planning conditions and legal agreement deed of variation.

4.0 Design Concept

This chapter sets out the core design concepts and explains how the proposals have evolved in response to site analysis, planning policy and stakeholder engagement. It illustrates the iterative design process, highlighting how key constraints and opportunities have shaped the layout, form and functionality of the development. The chapter demonstrates a considered and responsive design approach, grounded in context and refined through consultation and technical input.

4.1 Key Design Principles

The following Key Design Objectives have informed the Parameters Plan and Proposed Site Plan

01 Access & Parking

- Encourage more use of alternative forms of transport by including provision for cycle stores and easily accessible, direct pedestrian, access with extra provision for wheelchair users.
- Careful consideration needs to be given to how routes for servicing vehicles are segregated from public access.
- Prioritise and promote safe cycling and walking for all ages and a range of physical and mental abilities.
- Achieve a safe and attractive environment which encourages activity; and effectively future-proof current provision in preparation for future changes in technology, car ownership, driving behaviour and so on.
- All forms of parking should be connected to and enabled for smart infrastructure.
- All forms of parking should be future-proofed, allowing for adaptation at a future date.
- Electric charging points for vehicles should be clearly signed/demarcated and located close to the main entrance for staff/visitors and on appropriate and attractive pedestrian routes.
- It is important that public space and pedestrian movement are not affected by large areas of parking.

Lighting Control

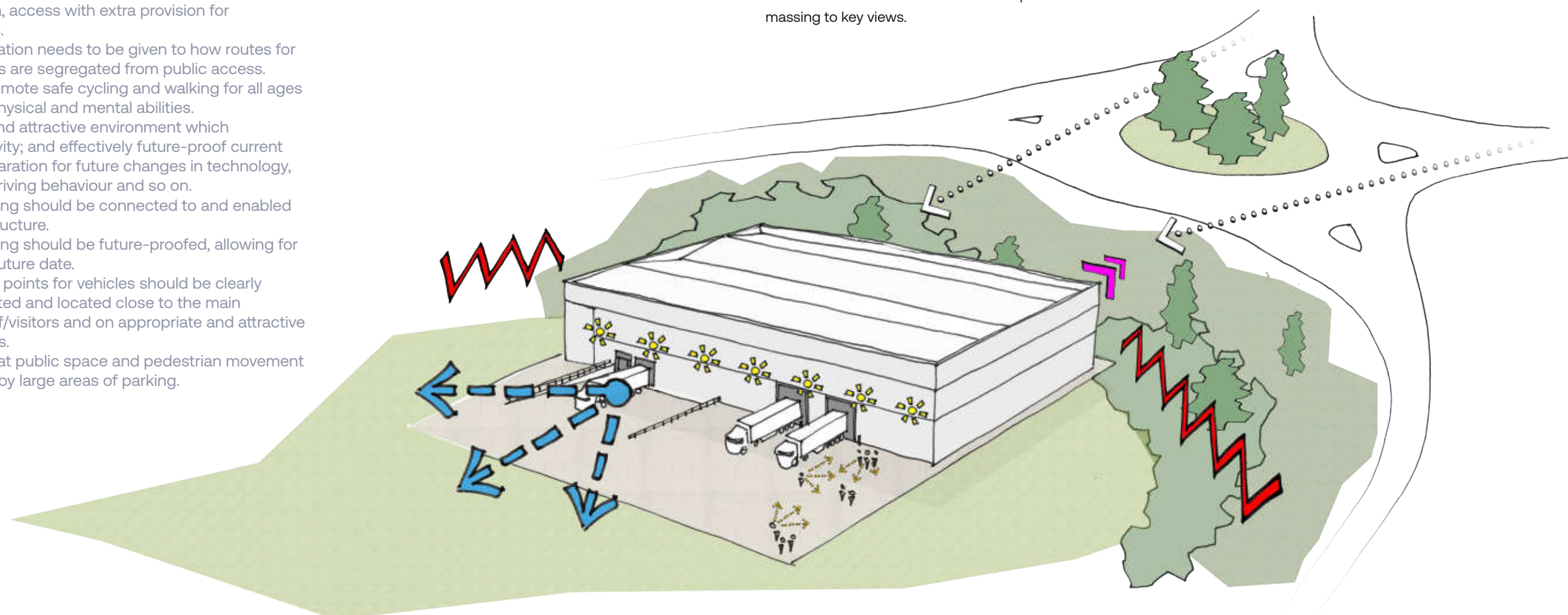
Lighting to service yards will be designed to minimise light spill beyond plot boundaries.

Massing

Hard edges towards site boundaries are mitigated by the orientation of each unit to align with the site proportions. The provision of feature corners minimises the impact of massing to key views.

Notional Views

Key views to / from the site have directly effected the overall illustrative layout of units across the development.



Green Space Amenity

The greenspace provided within the site is envisaged to enhance the existing landscape.

Landscape Buffer

Where possible the retention of existing trees and bunds provides natural screening and maintains existing habitat zones.

Noise Control

Service yards are often the area in which most noise from operational use is generated. Inward facing service yards combined with landscape buffers, bunding and acoustic fences, limit noise impact within the surrounding area.

4.1 Key Design Principles

<div>02</div> <div>Layout</div> <ul style="list-style-type: none"> Each Building will respond to its own specific site context. A good balance of the orientation of the built forms, with the need for a proposed industrial building to link to the current site shape and boundaries, along with its spatial relation to adjacent properties and street frontage. Consider access and movement at high level to ensure that the routes and access points chosen create safe, legible corridors through the site that separate different transport modes and reduce the potential conflict between pedestrians and vehicles. Ensure that the layout of the built forms assimilate and integrate well with the prevailing landscape and existing built form. Effective use of the pre-existing landforms, from consideration to access points, building orientation and height can help to establish the building easier into the environment. A Landscape and Visual Impact Assessment can be key to effective design decision making. Carrying out an LVIA on a proposed large footprint building at an early stage during the design evolution, will help identify areas where landscaping can be effectively incorporated into the scheme to soften certain views, provide enhanced screening and feature planting to aid legibility and to create a sense of place. Contextual analysis of the local landscape should help to establish the correct boundary treatment on site, suggesting where existing hedgerows and lines of trees may be used to define boundaries and edges. Large industrial buildings should be designed in response to the public realm, creating active and high quality building façades and layouts that direct people to entrance points. Amenities for waste management storage and other processing facilities are important issues. The integration and incorporation of these types of facilities need to be thought about at concept stage, so that separate arrangements can be made for waste collection outside of the public realm, in areas where larger vehicles can gain easy access, but which are screened from and do not interfere with the main building frontage. Future-proofing is important to take into consideration so that they can easily adapt over time to changing market conditions and demands. This can be as simple as providing ducting in parking areas to easily increase or enhance car charging facilities. The structure of the building can also be strengthened in certain locations to make adding or enhancing solar panels easier. Mitigate noise from estate roads and service yards to the residential development to the north west of the site. 	<div>03</div> <div>Materials, Character & Architecture</div> <ul style="list-style-type: none"> Factors of context which should be considered when developing designs for large footprint buildings include: built context, environmental context, functional context, spatial context, operational context, community context, historic context. In considering the materials, character and style of the development, the LVIA will be helpful tools used to inform design choices for what is suitable and appropriate. Large footprint buildings should be designed to a high quality, with the design treatment helping to break up the scale of the building to add architectural interest and style and to help to identify access/entrances and to clearly identify the boundary between the public and private realm. It is important that all buildings, regardless of internal use, are designed to be features in themselves, and therefore there should not be an overt reliance on screening large buildings as the default approach to managing their impact. A high-quality treatment will be applied to all elevations, with particular consideration given to those elevations that act as the primary frontages. Landscaping should be considered as integral part of the character and contribute to the buildings aesthetics and sense of place. Signage should be appropriate in scale and dimensions to the host building to ensure that it does not appear ‘lost’ – larger signage can create an impressive effect on a building elevation, and this should be utilised to its potential. Projections and setbacks from the standard building line, such as recessed bays and projecting entrances can add valuable emphasis to the commercial building without undermining the principle of continuity. 	<div>04</div> <div>Sustainability & Health</div> <ul style="list-style-type: none"> The same principles for sustainable design and construction apply to larger footprint buildings as with every new building. This includes the use of renewables and sustainable energy sources and the creation of comprehensive water and waste management schemes. The use of sustainable design and technology in new design is particularly important for large footprint buildings, which should be designed to reduce the use of resources, such as energy and water. Given the large surface area of roofs on commercial and industrial buildings, often built over areas of formerly permeable natural substrate, the management of surface water run-off from paved surfaces is an important element of design which must be considered. Effort should be made to ensure that the most is made of natural light through appropriate orientation of buildings to reduce reliance on artificial lighting.
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4.1 Key Design Principles

The key design objectives set out below form the design principles associated with this building typology and which will apply to the proposed development. The purpose of the Design principles is to set a framework for the design of the development to achieve best quality design and to:

- Provide details on how high-quality design has been ensured across the development for buildings, infrastructure and landscaping on plot.
- Provides a cohesive approach to design across the site.



5.0 Development Proposal

This chapter outlines the key elements of the proposed development, including land use, layout, scale, appearance, and landscaping. It explains how the scheme responds to site context and planning parameters, delivering a coherent and high-quality design that reflects the project's vision and objectives.

5.1 Parameters

The wider Dunsbury Park site is subject to a series of historically permitted height parameters that currently impact the development potential of Plot 400.

As part of the proposal for the development of Plot 400 at Dunsbury Park it will be necessary, and proposed, that the permitted heights associated with development be raised.

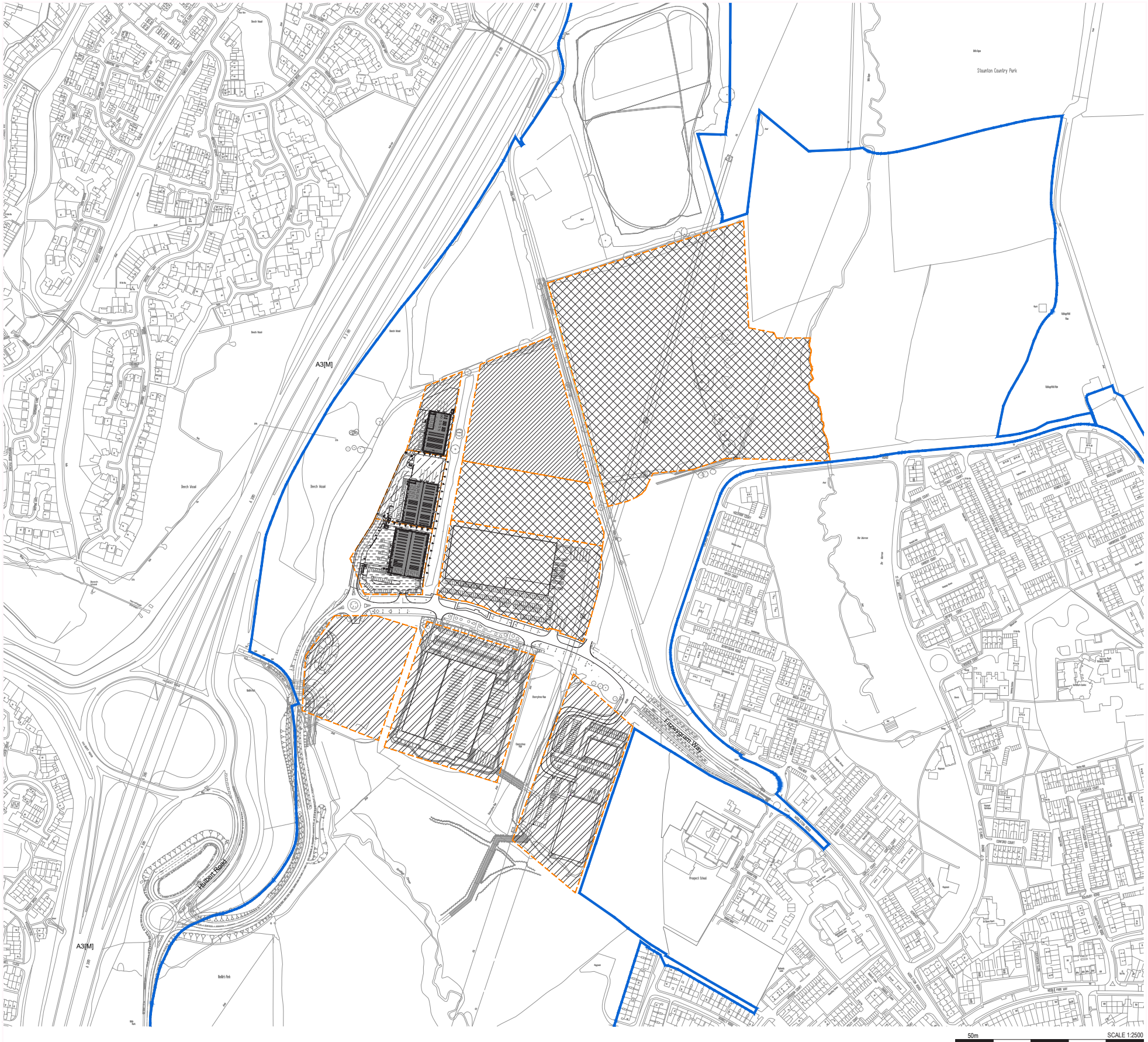
The maximum permitted building heights Above Ordnance Datum [AOD] currently permitted to Plot 400 are;

- +45.00m to the Southern Region
- +50.00m to the Northern Region

Through the works undertaken by Perega with consideration to the existing site levels it has been determined that the building FFL will be set at +35.50m AOD with the building reaching an anticipated height of approximately +51.70m AOD.

As a result of the above it is anticipated that the permitted height to Plot 400 will be required to increase to;

- +52.50m AOD



5.2 Site Masterplan

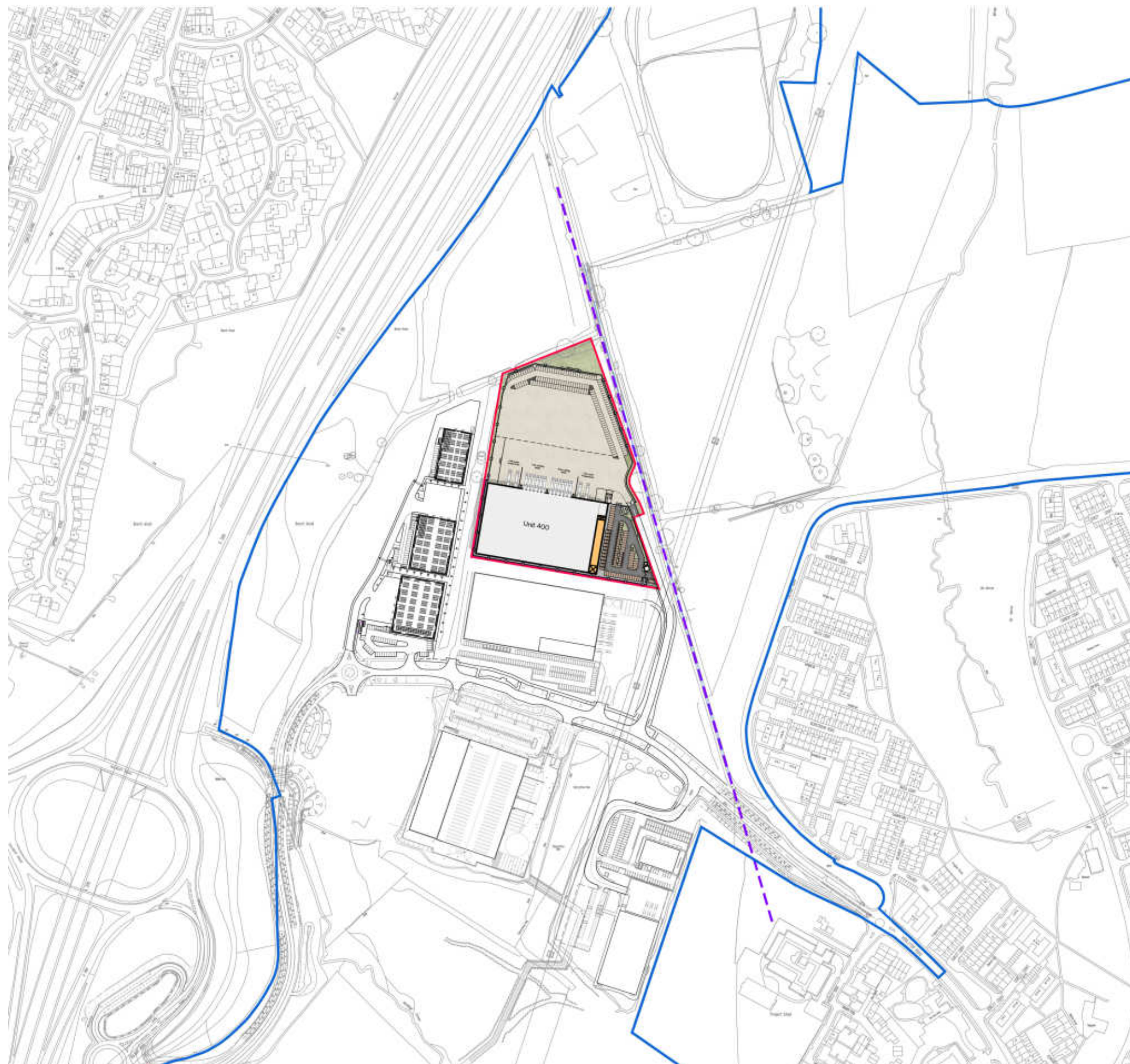
The proposed site plan presents a single unit scheme consisting of a single-storey warehouse with ancillary office accommodation, with a gross internal floor area of 115,000 sq ft [excluding plant decks].

The proposed unit is positioned to the East of Plot 500 creating a cohesive visual and functional relationship with the wider estate. Office accommodation is allowed to the Eastern facade to provide passive surveillance over the staff car park and to provide strong vantage points whilst offering architectural interest.

Pedestrian and cyclist routes have been provided to ensure safe, and accessible movement across the site and to support sustainable transport measures.

Existing on-site biodiversity has been retained where possible with the site proposals responding to the need to preserve and protect existing and well established trees, with additional landscaped areas created to provide enhanced ecological value.

Car parking for the unit is shown adjacent to the building and will provide convenient access to shared amenity spaces and support social sustainability.



5.3 Site Layout Plan

The proposed site plan presents a single unit scheme consisting of a single-storey warehouse with ancillary office accommodation, with a gross internal floor area of 115,000 sq ft [excluding plant decks].

The building is positioned along the southern boundary of the site, allowing for a large, secure service yard to the north, designed to accommodate HGV manoeuvring and servicing requirements. The scheme provides 12 dock loading doors and 4 level access doors, ensuring efficient operational functionality.

Vehicle access is taken from the eastern boundary, leading to a clearly defined circulation route around the building. Car parking is located to the East of the unit, providing 48 standard car parking spaces, alongside 12 accessible bays and 24 EV charging spaces, as well as cycle parking spaces to support sustainable travel. In addition there are also further car parking spaces to the northern extents of the service yard providing a total car parking provision of 237 spaces.

The layout incorporates appropriate boundary treatments, including retaining walls and landscaped edges, responding to the site's topography and edge conditions. Adequate stand-off distances are maintained from the site boundaries, ensuring a suitable relationship with adjacent plots and infrastructure. Overall, the proposed layout provides a clear, logical, and efficient arrangement that supports the operational requirements of the end user while aligning with the wider development strategy for Dunsbury Park.

- 01

Unit
- 02

Offices
- 03

Main Entrance
- 04

Cycle Shelters
- 05

Car Park
- 06

Site Entrance (Car/PTW/Pedestrian)
- 07

Service Yard
- 08

Site Entrance (HGV)

- 10

Loading Docks



5.4 Ground Floor Plan

