

P/13/0655/AD

PORTCHESTER WEST

FULLER, SMITH & TURNER PLC

AGENT: OMEGA SIGNS LIMITED

ERECTION OF VARIOUS ITEMS OF ILLUMINATED AND NON-ILLUMINATED SIGNAGE
CAMS MILL PUBLIC HOUSE CAMS HILL FAREHAM PO16 8UP

Report By

Emma Marks Extn.2677

Site Description

The Cams Hall Estate lies to the south side of Portchester Road, to the east of the upper section of Fareham Lake. Cams Hall is a Grade II* listed building sited within its extensive grounds which are themselves included on the local list of Parks and Gardens of Special Historic Interest.

The application site is located immediately adjacent to the Portchester Road (A27) in the north- west corner of the estate, with Fareham Lake forming its western boundary.

Description of Proposal

In April 2010 a public house/restaurant building based upon the design of the former Cams Mill was granted planning permission (planning reference P/09/0892/FP refers). That building is now well under construction and completion is due later this year.

Advertisement consent is sought for the display of eight signs on and around the building in connection with the permitted public house/ restaurant use. This includes six signs on the building illuminated by floodlights attached to the building and two freestanding signs lit by trough lights.

Policies

The following policies apply to this application:

Approved Fareham Borough Core Strategy

CS6 - The Development Strategy

CS14 - Development Outside Settlements

CS17 - High Quality Design

Fareham Borough Local Plan Review

DG7 - Signs and Advertisements

Relevant Planning History

The following planning history is relevant:

P/09/0892/FP

RECONSTRUCTION OF CAMS TIDAL MILL INCORPORATING RESTAURANT, BAR, KITCHEN STORES, ANCILLARY ACCOMMODATION, SERVICE YARD, CAR PARK AND RE-ALIGNMENT OF COASTAL FOOTPATH & CREATE NEW INTERTIDAL AREA

PERMISSION 06/04/2010

Representations

Ten letters of objections have been received objecting on the following grounds:-

- Unnecessarily intrusive
- Overdevelopment
- Not in keeping with a conservation area
- Detracts even further from the original intent to replicate the original mill
- There should be no flood lights
- There should be no commercial gain
- Any lighting should be at the rear facing the creek
- The magnificent historically significant hall should be allowed to remain the dominant feature and should not be overshadowed
- Concern about light pollution
- Possible impact on wildlife

The Fareham Society objects on the following grounds:

- Plethora of signs suggested for the advertising of this public house, with the Cams Conservation Area
- The building stands alone in this area of the north park of Cams Hall, close to Portchester Road and is very visible in the street scene.
- The amount and size of signage proposed should be scaled down from that proposed
- The front elevation should only display one main, wall painted sign and one hanging sign centrally placed
- The brewers name signs are far too dominant and should be reduced
- The one facing the creek is too large
- The firm's logo near the apex of the roof is inappropriate
- The large pole mounted sign at the car park entrance is oversized- a modest sign is all that is necessary
- The illumination of the building and the signs should be discrete with no light spill onto the creek and surrounding parkland.

Consultations

Director of Planning & Environment(Highways):- No objection

Director of Planning & Environment(Conservation):-

It is important in my view to ensure that there is not a proliferation of signage on the frontage that detracts from the estate and views of the hall and home farm. The new use inevitably requires a degree of signage but in my view owing to its sensitive location this should be minimal and low key. The number and size of the signs presently proposed will add commercial clutter to the estate entrance, compete with the scale of the gate lodges, and detract from the primary focus of the conservation area which is the historic character and setting of Cams Hall and its estate.

Planning Considerations - Key Issues

The application was originally submitted for eleven signs which included eight attached to the building and three freestanding signs. Since the submission of the application some of the signs have been deleted and some have been amended in size and position. More specifically:

Signs deleted: One freestanding sign on the frontage, one large Fuller sign facing the lagoon and one Fuller sign on the gable end facing east.

Signs amended on building: Cams Mill sign facing car park positioned higher on elevation, Fuller sign on the north elevation reduced in size and better related to the building, Cams Mill sign facing the A27 reduced in size and positioned higher on elevation, Cams Mill sign facing towards the creek reduced in size and illuminated from below rather than above.

Freestanding signs amended: Car park entrance sign reduced in height, freestanding sign on the A27 frontage repositioned and reduced in height.

Officers have carefully assessed the proposed signage on site and have had regard to the representations received. Following this consideration officers have sought a number of substantial amendments to the application. In the view of officers the proposed scheme of signage at the site now relates well to the restaurant building and the Cams Hall conservation area.

Officers are seeking clarification on the precise location of the freestanding sign on the frontage to ensure its scale is sympathetic to its location. Subject to this clarification, the application is considered to be acceptable and complies with the Local Plan Review and adopted Fareham Borough Core Strategy.

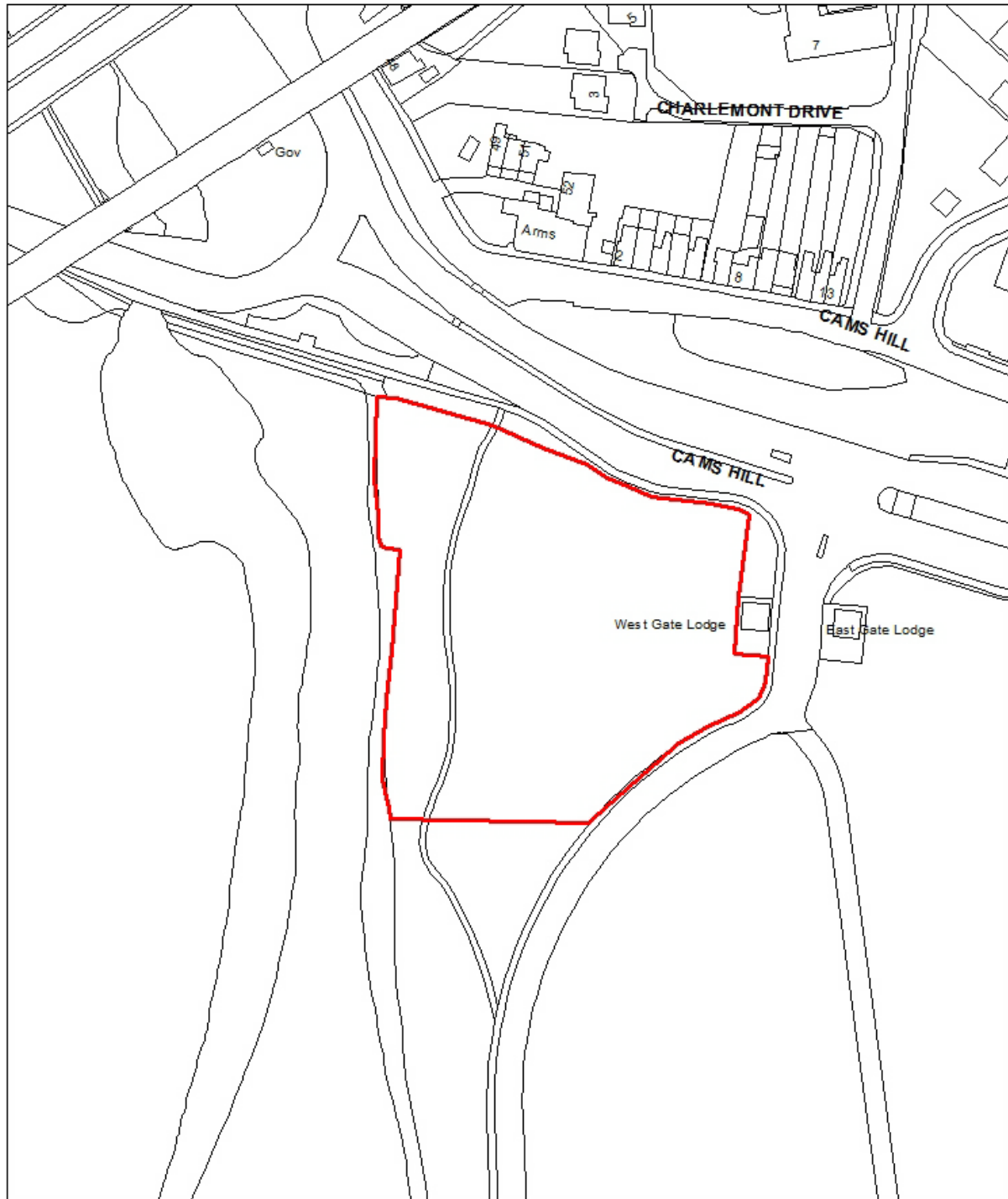
Recommendation

Subject to satisfactory details of the precise location of the freestanding sign

GRANT ADVERTISEMENT CONSENT - limit illumination level

FAREHAM

BOROUGH COUNCIL



Cams Mill Public House
Scale 1:1250

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