

P/13/0702/AD

PORTCHESTER WEST

FULLER, SMITH & TURNER PLC

AGENT: OMEGA SIGNS LIMITED

DISPLAY OF THREE TEMPORARY BANNERS ON THE TEMPORARY HOARDING
AROUND THE SITE

CAMS MILL PUBLIC HOUSE CAMS HILL FAREHAM PO16 8UP

Report By

Emma Marks Extn.2677

Site Description

The Cams Hall Estate lies on 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

Planning permission was granted in 2010 for the reconstruction of cams tidal mill to be used as a restaurant/bar. The building is currently being constructed and this application has been submitted to display three banners on the hoarding which encloses the site until the 31st December 2013.

All three banners measure 1.5 metres in height and 7 metres in width.

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

DG4 - Site Characteristics

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

One letter of representation has been received at the time of writing this report objecting on the following:-

- Sign C is a nonsensical this banner is advertising an event that has happened in the past- is the job centre not the forum in which to advertise jobs?
- The hoardings are located within a conservation area and that they are there primarily to protect the public from construction
- These banners would detract from the setting and are unnecessary
- The banner's advertise a brewery and are on a main route taken by hundreds of school children each day and the council has a social responsibility

Consultations

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

Director of Planning & Environment(Conservation):-

This application is for 3 signs to be displayed on temporary hoardings around the site. Whilst temporary, which will make their impact short-lived, the signs will still have an impact on the character and appearance of the conservation area and the setting of the historic buildings whilst displayed. I would prefer to see a reduction in number and the signage located in the vicinity of the new building rather than adjacent to the gate lodges and in the foreground of views of the hall and parkland.

These comments are given in the context of temporary display and should not be taken as a view relating to the acceptability of the size and design of more permanent signage. If approved any signage should be subject to a condition requiring removal when the use of the building commences.

Planning Considerations - Key Issues

Comment has been raised at the number, size and content of the banners proposed. This has lead to concerns that the proposal also harms the Cams Hall Conservation Area and the listed buildings therein.

Building works are now well advanced on the restaurant and its completion is scheduled for later this year.

The nature of the building works means that not only have hoardings been erected around the site but all other aspects that you would expect in connection with construction operations are currently visible as well.

Officers do not believe the temporary display of these banners would materially harm the character and appearance of this site which is currently under construction, nor the Cams Hall Conservation Area.

Officers recommend that a temporary consent be granted until the 31st December 2013 or

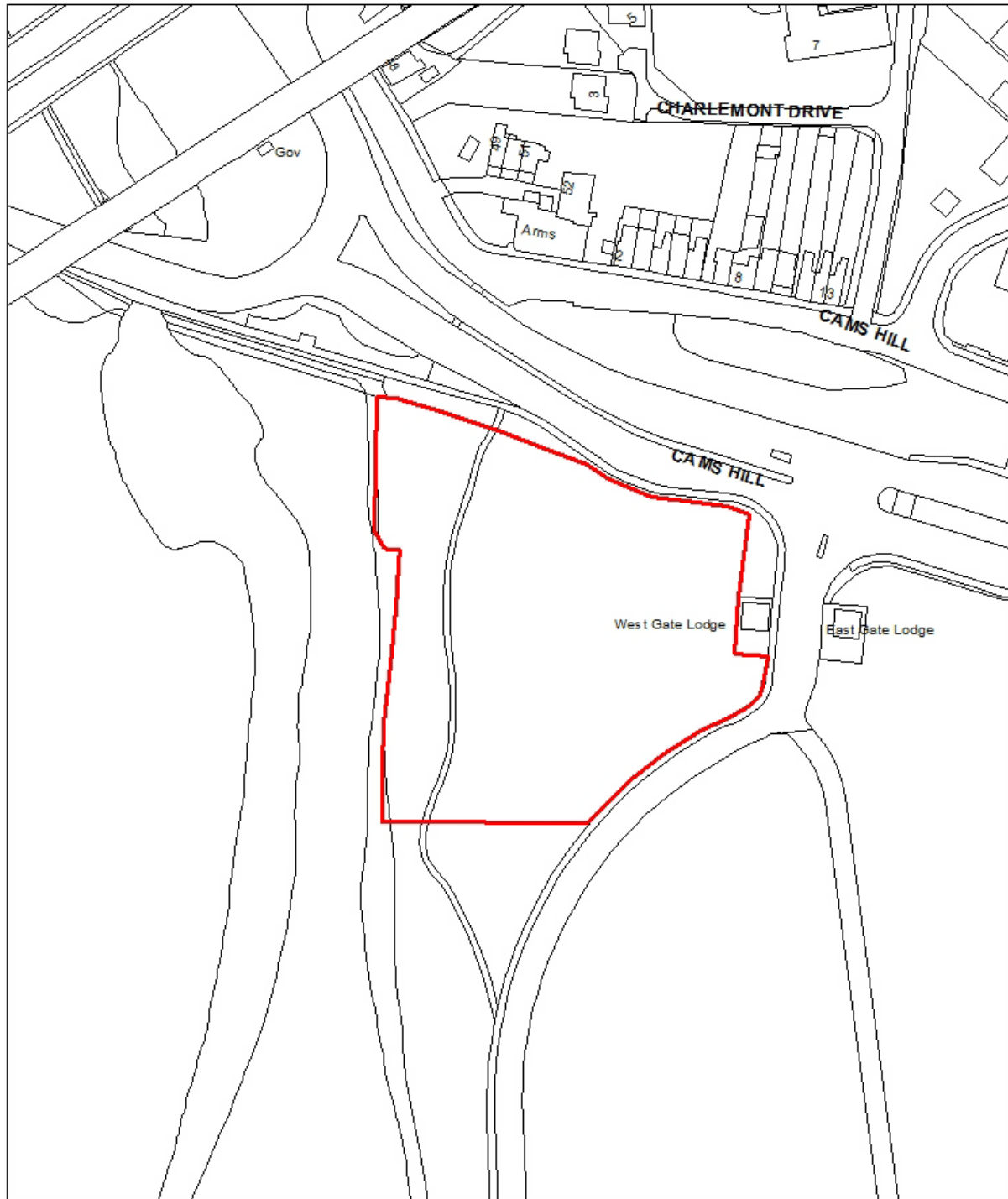
until the completion of the project if earlier than that date.

Recommendation

TEMPORARY CONSENT - Banners to be removed by the 31-12-13 or when the development is complete which ever is sooner.

FAREHAM

BOROUGH COUNCIL



Cams Mill Public House
Scale 1:1250

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