



Representation Form

Local Plan Review: Preferred Approach Consultation

The consultation on the Local Plan Review: Preferred Approach will run from 13 December 2018 to 7 February 2019. The document and more information on the consultation can be viewed on our website www.chichester.gov.uk/localplanreview

All comments must be received by 11.59 pm on Thursday 7 February 2019.

There are a number of ways to make your comments:

- Comment on the document on the internet using our online consultation website www.chichester.gov.uk/localplanreview (**Recommended**)
- Complete this form on your computer and email it to us at planningpolicy@chichester.gov.uk
- Print this form and post it to us at: Planning Policy Team, Chichester District Council, East Pallant House, 1 East Pallant, Chichester, West Sussex, PO19 1TY

How to use this form

Please complete Part A in full. Please note anonymous comments cannot be accepted, a full address including postcode must be provided.

Please complete Part B overleaf, using a new form for each separate policy or paragraph that you wish to comment on. Please identify which paragraph your comment relates to by completing the appropriate box.

For more information, or if you need assistance completing this form, please contact the Planning Policy Team by email at planningpolicy@chichester.gov.uk or telephone 01243 785166.

PART A	Your Details	Agent's Details (if applicable ¹)
Full Name	Rolls-Royce Motor Cars Ltd	Sheila Keene
Address	Rolls-Royce Motor Cars Ltd Stane Street Westhampnett West Sussex	David Lock Associates 50 North Thirteenth Street Central Milton Keynes
Postcode	PO18 0SH	MK9 3BP
Telephone		01908 666276
Email		skeene@davidlock.com
Organisation (if applicable)		David Lock Associates
Position (if applicable)		Associate

Is this the official view of the organisation named above? Yes No

¹ Where provided, we will use Agent's details as the primary contact.

PART B

Please use a new form for each representation that you wish to make. Please note anonymous comments cannot be accepted. Any personal information provided will be processed by Chichester District Council in line with the General Data Protection Regulations 2018. More information is available at:

<http://www.chichester.gov.uk/dataprotectionandfreedomofinformation>.

To which part of the document does your representation relate?

Page/ Paragraph Number:	151	Policy Reference:	DM9: Existing Employment Sites
----------------------------	-----	-------------------	-----------------------------------

Do you support, object, or wish to comment on this policy or paragraph?
(Please tick one answer)

Support

Object

Have Comments

Enter your full representation here giving details of your reasons for support/objection:

Development Management Policy DM9: Existing Employment Sites

1.1 This Policy allows for development within Use Class B1, B2 and B8 for new floorspace, refurbishment, upgrading or modernisation of existing premises, subject to certain limitations. Under the provisions of this draft policy expansion into countryside would have to meet the test of being "required for local needs". Whilst this may be arguable for a modest expansion, it is highly unlikely that the scale of development which might be required by Rolls-Royce Motor Cars (R-RMC) over the Plan period could be realistically delivered through Policy DM9.

1.2 We do not therefore consider that Policy DM9 on its own would be a robust and workable alternative to a bespoke criteria-based policy for a strategic site allocation linked to the possible future expansion of manufacturing at Goodwood. An additional site-specific strategic employment land allocation is the only sensible approach towards meeting the potential long-term expansion needs of R-RMC at Goodwood. We consider below how the potential impact of a possible development scheme on the sensitive landscape to the north of the expansion site might be addressed and mitigated.

2 Mitigation of potential landscape impact

2.1 The HELAA August 2018 assessment for this site has highlighted a potential landscape impact on long distance views to the South Downs National Park (SDNP). A Potential Design Concepts Draft prepared on behalf of R-RMC considers potential impacts on the surrounding landscape, including the potential of a large industrial building to adversely affect the character of the existing landscape. The Potential Design Concepts Draft is attached to this representation and demonstrates how a possible future expansion of manufacturing operations onto land to the east of the existing Goodwood site might be accommodated with minimum impact on long distance views to the edge of the SDNP. This is achieved by following the design principles established for the original development.

2.2 An additional site-specific employment land allocation for R-RMC could incorporate strong safeguards to ensure that a detailed scheme to develop a new manufacturing facility takes account of its sensitive location close to the southern boundary of the SDNP. Mitigation of

any adverse impact on views to the SDNP could be achieved by setting design criteria which might include:

- Careful building design, e.g. to include a curved roof profile that lowers the height of the building towards the edges;
- Criteria to limit colour palette and appearance of materials for external walls;
- Extensive planting and bunding to screen the building from sensitive receptors to the north; and
- Appropriate restrictions on external lighting to the north and east of a proposed building.

2.3 All such requirements could be incorporated within a criteria-based policy for the proposed R-RMC future expansion land at Goodwood. The potential visual impact of a future large-scale development on land to the east of the existing site could then be rigorously assessed should a scheme be submitted to the Council for planning approval, having regard to the design, massing, potential building footprint and car parking required to accommodate R-RMC's future expansion.

2.4 These comments continue the themes explored in our meeting with the Council officers on 27th November 2018. R-RMC will be pleased to continue a dialogue with the District Council's senior officers on the potential for future proofing the R-RMC manufacturing plant at Goodwood by allowing for possible long-term expansion in this location, and to assist the Council in preparing its Pre-Submission Plan for consultation in summer 2019.

(Continue on separate sheet if necessary)

What improvements or changes would you suggest?

Suggested Changes to Local Plan

3.1 The attached Potential Design Concepts Draft demonstrates how the potential impact of any future development to the east of the existing manufacturing facility on the sensitive landscape at the southern boundary of the SDNP could be mitigated such that long distance views to the National Park from Westhampnett are protected. Appropriate master planning and mitigation provisions could be incorporated into a criteria-based policy for a possible future expansion of R-RMC.

3.2 Our representations on Policies S3, S8 and AL6 include proposed changes to the Local Plan.

(Continue on separate sheet if necessary)

Declaration

I understand that any comments submitted will be considered by Chichester District Council in line with this consultation and will be made publicly available on their website www.chichester.gov.uk and may be identifiable by my name or organisation, if provided.

Name (<i>print</i>):	Sheila Keene
Date:	07 February 2019