
Site Address:	Langstone Technology Park, 2B Langstone Road, Havant, PO9 1SA		
Proposal:	Display of 1No. wall mounted fascia sign.		
Application Type:	Advertisement		
Application No:	APP/22/00360	Expiry Date:	01/06/2022
Applicant:	XLB Property Ltd		
Agent:	Mr Melling	Case Officer:	Lewis Ford
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

The application site is Langstone Technology Park, 2B Langstone Road, Havant, PO9 1SA. The Technology Park is located to the south of the A27, to the west of the A3023 Langstone Road, and to the east of Brookside Road. The latter two provide vehicular access to the Technology Park and are joined by interior service roads.

The site has a “campus” style appearance and originally hosted an IBM Business Park with extensive building footprints developed in the 1970s which comprised a horizontal emphasis and consistent material palette. The existing buildings are surrounded by extensive car parking and landscaping areas and are now occupied by a range of individual companies.

2 Relevant Planning History

95/50238/042 - PERM in Mar 1995 for 3no. internally illuminated fascia signs & 2no. externally illuminated free standing entrance signs.

96/50238/057 – PERM in April 1996 for 2no. internally illuminated fascia signs.

96/50238/065 – PERM in Nov 1996 for 6no. non-illuminated signs.

98/50238/067 – PERM in Dec 1998 for 5no. non-illuminated directional signs.

01/50238/069 – PERM in Mar 2001 for 21no. illuminated and non-illuminated signs

05/50238/081 – PERM in April 2005 for 1no. internally illuminated sign & 2no. flag poles.

05/50238/082 – PERM in Oct 2005 for 1no. non-illuminated fascia sign.

APP/10/00804 – PERM in Dec 2010 for 1no. non-illuminated free standing sign board.

APP/13/00690 – PERM in Sep 2013 for 1no. illuminated fascia sign; 1no. illuminated logo; 1no. non-illuminated fascia sign; and 2no. non-illuminated monolith entrance sign.

APP/13/01071 – PERM in Dec 2013 for 18no. signs (Various).

APP/21/00517 – PERM in Aug 2021 for 4no. non-illuminated totem signs; 2no. non-illuminated marketing board signs; and 1no. illuminated wall mounted sign

3 Proposal

Display of 1No. wall mounted fascia sign.

4 Policy Considerations

National Planning Policy Framework
The Town and Country Planning (Control of Advertisements) Regulations 2007

Havant Borough Local Plan (Core Strategy) March 2011

CS16 (High Quality Design)

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

Councillor I Payter - St Faith's

No comment.

Councillor J Branson - St Faiths

No comment.

Councillor T Pike - St Faith's

No comment.

Environment Agency

No comment.

Hampshire Highways

The applicant is proposing a wall mounted non-illuminated sign. The Highway Authority are satisfied that this would not cause a detrimental impact on the wider highway network and thus provide no objections.

Southern Gas Network

Please find an extract from our mains records for the proposed work area, any SGN assets are described in the map legend. On some occasions blank maps may be sent, this is due to the proposed work being in a no gas area but within our operational boundaries.

This mains record only shows the pipes owned by SGN in our role as a Licensed Gas Transporter (GT). Please note that privately owned gas pipes or pipes owned by other GTs may be present in this area and information regarding those pipes needs to be requested from the owners. If we know of any other pipes in the area, we will note them on the plans as a shaded area and/or a series of x's.

The information shown on this plan is given without obligation or warranty and the accuracy cannot be guaranteed. Service pipes, valves, siphons, stub connections etc. are not shown but their presence should be anticipated. Your attention is drawn to the information and disclaimer on these plans. The information included on the plan is only valid for 28 days.

On the mains record you may see the low/medium/intermediate pressure gas main near the site. There should be no mechanical excavations taking place above or within 0.5m of a low/medium pressure system or above or within 3.0m of an intermediate pressure system. You should, where required confirm the position using hand dug trial holes.

A colour copy of these plans and the gas safety advice booklet enclosed should be passed to the senior person on site to prevent damage to our plant and potential direct or consequential costs to the [applicant's] organisation.

Safe digging practices in accordance with HSE publication HSG47 "Avoiding Danger from Underground Services" must be used to verify and establish the actual position of the mains, pipes, services, and other apparatus on site before any mechanical plant is used. It is [the applicant's] responsibility to ensure that this information is provided to all relevant people (direct labour or contractors) working for you on or near gas pipes.

It must be stressed that both direct and consequential damage to gas plant can be dangerous for employees and the general public and repairs to any such damage will incur a charge to [the applicant] or the organisation carrying out work on [the applicant's] behalf. The works should be carried out in such a manner that we are able to gain access to our apparatus throughout the duration of your operations.

Officer comment: *The plans provided do not show the area where the proposed sign would be located, and in any event these considerations fall outside the scope of an application for Advertisement Consent, which must be determined on grounds of amenity and public (highway) safety only, in accordance with the Advertisement Regulations. Nevertheless, an informative can be added to any decision drawing the applicant's attention to the comments received.*

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: 9

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

7 Planning Considerations

- 7.1 The advertisement period is proposed between 31/05/2022 and 31/05/2027. The Application Form states that the proposed fascia sign is not yet in place. However, it was noted during the site visit on 12 May 2022 that the proposed sign was already in place. For the avoidance of doubt, the installation of the sign prior to formal advertisement consent being granted is not a material planning consideration.
- 7.2 Paragraph 136 of the National Planning Policy Framework (NPPF) explains that a separate consent process, within the planning system, controls the display of advertisements and that this should operate in a way which is "simple, efficient, and effective". The NPPF states that advertisements should be subject to control only in the interests of amenity and public safety, whilst taking account of cumulative impacts. Having due regard to the above, along with the relevant policies in the development plan and the requirements of the Advertisement Regulations, it is considered that the main issues arising from this application are:
- (i) Impact on Visual Amenity
 - (ii) Impact on Highway Safety
- (i) Impact on Visual amenity
- 7.3 The proposed fascia sign would be situated on the western elevation of Building 1000 (facing onto Brookside Road) and would have a height, width, and depth of approximately 2.03m, 6.62m, and 0.05m respectively. The proposed sign would comprise a powder coated extruded aluminium banner frame system fixed to the building and would include a digitally printed liquid laminated PVC banner fixed to profile using tension clips. In terms of the content of the sign, it would comprise a black background with green and white lettering. The Applicant has stated in the submitted Application Form that the height from ground level to the base of the advertisement is 0 metres; however, the submitted "West Façade Proposed Sign Details" (Received 03 May 2022) and the site visit carried out on 12 May 2022 confirm that the proposed sign would be / is at first-floor level above the existing ground floor windows.

- 7.4 Moreover, the proposed fascia sign is typical of that in an industrial estate and would be in keeping with the existing branding, design and signs used across the site – most notably the existing sign on the northern façade. Given the character of the locality, the proposed sign is not considered to be inappropriate in nature nor scale. The proposed sign would be non-illuminated and would not result in the cluttered appearance either on the existing building nor the wider streetscene. It is considered that the proposed sign would not have an adverse effect to / impact on the amenities of the nearby employment and residential units, nor the visual amenities of the wider locality. As such, the proposed sign would meet the requirements of Policy CS16 in the Havant Borough Local Plan (Core Strategy) 2011, and Criteria (1), (2) and (4) of Policy DM21 in the Havant Borough Local Plan (Allocations Plan) 2014.

(ii) Impact on Highway safety

- 7.5 The proposed fascia sign would be readily visible from Brookside Road which is an unclassified road. The Highway Authority has raised no objection to the proposed signage. As such, it is considered that the proposed signage would not lead to a detrimental impact on highway safety nor the wider highway network and, therefore, it would meet Criterion (3) of Policy DM21 in the Havant Borough Local Plan (Allocations Plan) 2014.

8. Conclusion

- 8.1 The proposed signage is considered to be acceptable, and the application is recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/22/00360 subject to the following conditions:

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans:

Drg No: 11319-PL-001 – Site Location Plan
Proposed Sign Design [Received 09 May 2022]
Proposed Sign Position [Received 09 May 2022]
Western Facade Proposed Sign Details [Received 03 May 2022]

Reason: To ensure provision of a satisfactory development.