

DELEGATED OFFICER REPORT

Site Address:	Unit 3, Langstone Technology Park, 2B Langstone Road, Havant, PO9 1SA		
Proposal:	Advertising consent for 1No halo illuminated building mounted logo.		
Application Type:	Advertisement		
Application No:	APP/24/00889	Expiry Date:	25/01/2025
Applicant:	Mr Walker Apollo Fire Detectors		
Agent:	Mr Peel Magna Signs	Case Officer:	Selina Donophy
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 Langstone Technology Park is located to the south of the A27 dual carriageway, to the west of the A3023 Langstone Road and to the East of Brookside Road and the Southmoor Lane Industrial Estate.
- 1.2 The site is accessed from Langstone Road to the east and Brookside Road to the west. Both accesses are joined by interior service roads. The eastern access road also serves the Premier Inn hotel and the Langbrook Farm public house/restaurant.
- 1.3 Unit 3 houses Apollo Fire Detectors . The building is constructed from brickwork and metal cladding with the principal elevation facing the road where the company logo is situated above a glazed frontage. To the east of the site is a large car park.

2 Planning History

APP/24/00043 - Application for Non-material amendment to condition 2 of Planning Permission APP/21/00405, to alter door openings, provide dock levellers with associated excavation, and revisions to drainage - all relating to Unit 3.

, PERM,21/03/2024

APP/24/00058 - Application for non-material amendment to planning permission APP/22/00172 relating to condition 35 BREEAM., PERM,12/04/2024

APP/24/00274 - Submission of reserved matters (appearance, landscaping, layout and scale) for Phase 2 only (excluding phases 2a and 2b) pursuant to outline planning permission APP/22/00172 for phased demolition of existing buildings and the erection of new flexible use employment floorspace (Use Classes E(g)(i)-(iii)/B2/B8) and ancillary uses (Use Classes E(b), E(d) and E(f)); and associated works., PERM,

3 Proposal

Advertising consent for 1No halo illuminated building mounted logo.

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

AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)
AL2 (Urban Area Boundaries and Undeveloped Gaps between Settlements)

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Councillor Daniel Berwick

No comments received

Councillor Gillian Harris

No comments received

Councillor Phil Munday - St Faiths

No comments received

Environmental Health Manager, Community Group

Thank you for consulting the Environmental Protection Team on this application.
Please accept these comments as confirmation that we have no observations to make.

Regards

Helen Le-Vallee
Environmental Health Officer
Environmental Protection Team
Havant Borough Council

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: 27

Number of site notices: 1

Statutory advertisement: Not applicable.

Number of representations received: 0

Comment	Officer Comment
No comments received	

7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Visual amenity
- (ii) Highway safety
- (iii) Effect upon residential amenity

(i) Visual amenity

7.2 This proposal is for signage with the company logo 'apollo' to be installed to the north elevation - dimensions would be approximately 5 metres wide by 2.8 metres height . The site is industrial in character and the signage is considered to be appropriate within this context. It is considered the proposal will not have an adverse effect on the visual amenity of the immediate locality. It is deemed the proposal covers the requirements of policy DM21 of the HBLP (Allocations).

(ii) Highway safety

7.3 The proposal is not considered to have any harmful impact on highway safety.

(iii) Effect on residential amenity

7.4 The site is located within an industrial park and is surrounded by warehouses/ commercial office buildings . The sign will be illuminated to 300cd/m2 - Environmental Health have been consulted in regards to this proposal and they have no observations to make . No harmful impact to residential amenity has been identified.

8. Conclusion

8.1 The proposed signs/sign are/is considered to be acceptable and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/24/00889 subject to the following conditions

- 1 The development must be begun not later than three years beginning with the date of this permission.

Reason: To comply with the requirements of Section 91 of the Town and Country Planning Act 1990 as amended by Section 51 of the Planning and Compulsory Purchase Act 2004.

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

30 Oct 2024 FULL PLANS

Application form uploaded on the 10th October 2024

Reason: To ensure provision of a satisfactory development.

- 3 The intensity of illumination of the illuminated sign hereby granted Advertisement Consent, shall not exceed 300 candelas per m².

Reason: In the interests of the amenities of the area and highway safety having due regard to policies DM10 of the Havant Borough Local Plan (Core Strategy) 2011, DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.

- 4 The advertisements hereby granted Advertisement Consent shall only be illuminated during the times that the premises is open for business.

Reason: To prevent light pollution and in the interests of the amenities of nearby residential properties having due regard to policy DM10 of the Havant Borough Local Plan (Core strategy) 2011 and the National Planning Policy Framework.