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|-------------------|--------------------------------------------------------------------|---------------|---------------|
| Site Address:     | Building 4000 Langstone Technology Park, 2B Langstone Road, Havant |               |               |
| Proposal:         | Display of 1No. boxed illuminated fascia sign.                     |               |               |
| Application Type: | Advertisement                                                      |               |               |
| Application No:   | APP/24/00156                                                       | Expiry Date:  | 22/04/2024    |
| Applicant:        | -                                                                  |               |               |
|                   | XLB Property Ltd                                                   |               |               |
| Agent:            | Mr Melling                                                         | Case Officer: | Denise Sheath |
| Ward:             | St Faiths                                                          |               |               |

Recommendation: **GRANT ADVERTISEMENT CONSENT**

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## **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 Planning History**

APP/11/01298 - Installation of 4No. roof mounted cooling units and chiller plant; extension at ground floor (level 1) to provide room for 2No. stand-by generators with attenuating exhaust baffles and louvred roof top air intake housing. PERM - 04/10/2011

APP/15/01225 - Installation of 2No. roof mounted condenser units and associated chiller pipe work to support 2No. additional internal computer room air conditioning units. PERM - 11/12/2015

### **Adjacent Site**

APP/15/01266 - Erection of four storey hotel (including restaurant for hotel guests only) with associated car parking and landscaping; and air conditioning units in compounds, with access from the private access road to Langstone Technology Park. Request to Discharge Condition 19 of Planning Permission APP/14/01300 (04.11.15). PERM - 20/01/2016

APP/15/01410 - Discharge of Condition No. 21 of Planning Permission APP/14/01300. PERM - 21/06/2016

APP/22/00172 - Outline Planning Application 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. All matters reserved except Access.(22.12.23). Request to

discharge conditions 5, 6, 8, 10, 12, 24, 25, 26, 28, 29, 32, 33 and 36 (Rcvd 02.01.24). Request to discharge conditions 5, 10, 12, 24, 25, 26, 27, 28, 29, 30, 31, 32, 33, 34, 36, 37, 38, 39, 45 (Received 29.03.24). PERM - 22/12/2023

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

### **3 Proposal**

Display of 1No. boxed illuminated 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**

#### **Hampshire Highways**

The proposed sign is located internally within Langstone Technology Park which is a privately owned employment park. The signage is therefore located off the public highway and does not have an impact on any footway or cycleway facilities.

The Highway Authority therefore raises no objection to the proposed development.

### **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 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

(i) Visual amenity

7.2 The proposed boxed illuminate fascia sign would be situated on the northern elevation of Building 4000 (facing onto an internal carpark area). The proposed sign would have a height, width, and depth of approximately 1.6m, 6m, and 0.18m 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 flex banner fixed to profile using tension clips. The Pvc banner is proposed to be back lighted with cool white LED Modules not exceeding 220cd/m2. In terms of the content of the sign, it would comprise a grey background with green and white lettering. The proposed sign would be at first-floor level above the existing ground entrance.

7.3 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. Given the character of the locality, the proposed sign is not considered to be inappropriate in nature nor scale. The proposed sign 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, 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 Policy DM21 in the Havant Borough Local Plan (Allocations Plan) 2014.

(ii) Impact on Highway safety

7.4 The proposed sign is located internally within Langstone Technology Park which is a privately owned employment park. The signage is therefore located off the public highway and does not have an impact on any footway or cycleway facilities. The Highway Authority raises no objection to the proposed development

## **8. Conclusion**

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

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## **9 RECOMMENDATION:**

That the Head of Place be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/24/00156 subject to the following conditions

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

Location Plan - Received 28 February 2024

Position Plan - Received 28 February 2024

Elevation Plan - Received 28 February 2024

Proposed signage Specification - Received 28 February 2024

Proposed Signage Construction and Lighting - Received 28 February 2024

Ground Floor Plan with Sign Location - Received 28 February 2024

Facade Signage - Received 28 February 2024

**Reason:** - To ensure provision of a satisfactory development.

- 2 The intensity of illumination shall not exceed 220 candelas per m2.  
**Reason:** In the interests of the highway safety and the character of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.