
Site Address:	Langstone Technology Park, 2B Langstone Road, Havant, PO9 1SA		
Proposal:	Display of 4No. non-illuminated totem signs; 2No. non-illuminated marketing board signs; 1No. illuminated wall mounted sign.		
Application No:	APP/21/00517	Expiry Date:	24/06/2021
Applicant:	XLB Property Ltd		
Agent:	Mr Melling	Case Officer:	Paige Harvey
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 Langstone Technology Park, 2B Langstone Road, Havant, PO9 1SA. 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.
- 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 public house/restaurant.
- 1.3 The site has a 'campus' appearance originally forming an IBM business park with extensive buildings developed in the 1970's with extensive footprints and a horizontal emphasis with a conformity of materials. The buildings are surrounded by extensive car parking and landscaping. The site is now occupied for a range of individual companies including high tech uses.

2 Planning History

02/50238/075 - Outline application for the construction of four B1 (offices/light industry) units to south of Building 25 with associated car parking and with access from Brookside Road., WD,02/08/2002

03/50238/077 - Outline application for four 3 storey buildings for employment (class B1) uses providing 9782 Sq metres of floor space; 303 additional car parking spaces, cycle routes, highway and ancillary works. Demolition of four dwelling houses., NPW,28/01/2010

04/50238/080 - Installation of fume cupboard exhaust duct 0.5m diameter and 3m height., PERM,25/01/2005

05/50238/081 - Display of internally illuminated sign to north east elevation of Building 1000 and two flag poles, one at each of the top corners of the proposed sign., PERM,26/04/2005

05/50238/082 - Display of non-illuminated fascia sign to the west elevation., PERM,20/10/2005

08/50238/084 - Provision of glazed fire exit door and external steps to south elevation of Building 7000., PERM,12/09/2008

90/50238/016 - New weatherproof air handling units to be located on roof., PERM,

91/50238/017 - New weatherproof air handling unit and associated ductwork mounted on roof, PERM,

91/50238/020 - Provision of Portakabin as office accommodation adjacent to buildings 16 and 25., PERM,

92/50238/021 - Temporary planning permission for five years for the installation of a hardstand
ing and portable buildings for us as an emergency computer facility, PERM,

92/50238/022 - Single storey extension to Building 24, undercroft area enlarged fire exit lobby
/link from Building 26, new fascade to night security entrance, PERM,07/09/1992

92/50238/024 - Variation of condition 2 of P.P.18838/82 for 2,000000sq.f of industrial/office f
loor space to extend time period for submission of reserved matters from 6 to 8 years., PERM,15/10/1992

92/50238/025 - Proposed portable storage building., TPP,09/12/1992

93/50238/028 - New weather proof air handling unit and associated ductwork mounted on roof of b
uilding No.24, PERM,

93/50238/031 - Construction of new building for class B1 (business) use together with parking and service areas, access roads and landscaping(site area 3.32 hectares)
 , PERM,05/08/1994

94/50238/038 - Infill of building 25 undercroft area to provide additional floorspace, PERM,18/01/1995

94/50238/041 - Extension of existing car park (South) to provide approx. 250 replacement spaces, PERM,16/02/1995

95/50238/042 - Three internally illuminated fascia signs to north, west and east elevations and
 2 externally illuminated free standing entrance signs., PERM,09/03/1995

96/50238/061 - Creation of new ditch and culverts for the purposes of diverting the existing wa
ter courses, including the construction of a new footbridge along the line of th
e existing footpath (No.49), PERM,06/11/1997

96/50238/065 - Erection of 6 No. non-illuminated signs adjoining access road and visitors car p
ark, PERM,19/11/1996

98/50238/067 - 5 non-illuminated directional signs, PERM,04/12/1998

00/50238/068 - 1) Demolition of buildings (21 and part 24) on A27 frontage and redevelopment wi th DIY Retail Store (11,288 sq.m), Garden Centre (2,787 sq.m) External Trade Area (1,858 sq.m) and car parking (640 spaces), with vehicular access to Langstone Road (A3023) and Brookside Road (incorporating revised junction layout arrangements), new cycleway and landscaping. 2) Erection of 2 No. B1 Production Units (9, 290 sq.m) in south westcorner with service access road, 310 parking spaces and landscaping.3) Demolition of building (16) and revised parking layout for remainder of site including landscaping. 4) Demolition of 4 dwellings (39a, 39b, 43 and 47 Brookside Road) (Re-Consultation), REF,16/07/2001

01/50238/069 - 21 Signs (11 internally illuminated and 10 non-illuminated) relating to businesses associated within Langstone Technology Park., PERM,20/03/2001

95/50238/044 - Extension of existing car park to provide approximately 216 new spaces., PERM,11/05/1995

95/50238/049 - Extension of existing car park (south) to provide 77 new spaces.,
 ,05/09/1996

95/50238/055 - Proposed additional 'Portakabin' to form extension to existing 'Brook Street Por
takabins', TPP,16/01/1996

96/50238/056 - Renewal of temporary planning permission 91/50238/20 to retain Portacabin as office accommodation adjacent to buildings 16 and 25, TPP,07/05/1996

96/50238/057 - Two No. internally illuminated fascia signs on eastern and northern elevations respectively, PERM,22/04/1996

APP/10/00272 - Demolition of existing steel clad building and two portacabins to make way for a single storey timber framed building to house a 52 place nursery school., PERM,10/09/2010

APP/10/00804 - Non illuminated free standing advertising sign board. Retrospective application. , PERM,16/12/2010

APP/11/00168 - Construction of Waste Compactor Housing and Consumables store., PERM,15/04/2011

APP/11/00297 - Construction of louvred wall to form plant enclosure and roof top louvred ventilation housing in connection with the fitting out as a data centre of part of Building 5000, Langstone Technology Park., UNK,

APP/11/01297 - Variation of Condition No. 3 of Planning Permission APP/10/00272 relating to extending the childcare facilities to non LTP employees (using the access via the western access road)., PERM,05/12/2011

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/11/01560 - Variation of Condition 3 of Planning Permission APP/11/01298 to allow for the external surfaces of the roof top plant and louvres to the west elevation forming the stand-by generator room to be coloured bronze (RAL 8019) and the roof top air intake louvres and housing to be coloured grey (RAL 7035)., PERM,12/12/2011

APP/13/00690 - Display of 1No. illuminated fascia sign, 1No. illuminated logo; 1No. non-illuminated fascia sign; 2No. non-illuminated monolith entrance signs., PERM,09/09/2013

APP/13/01071 - Display of 18No. signs comprising 3No. fascia signs; 2No. entrance signs; 2No. totem signs in a 'V' formation; 3 other free standing signs and others displayed on the building; the majority being illuminated., PERM,18/12/2013

APP/14/00082 - Crown lift by 3-4m 3No. Maple trees within Group 1 subject to TPO 1815. , PERM,04/03/2014

APP/14/00631 - Variation of Condition 1 of Planning Permission APP/11/01297 (which varied condition 3 of original Planning Permission APP/10/00272) to remove restriction on catchment area., PERM,17/10/2014

APP/14/01300 - 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., PERM,26/05/2015

APP/15/00484 - Change of use from store to gym facility., PERM,09/07/2015

APP/15/00586 - Discharge of Condition No/s 5, 6, 7, 10, 12, 13, 14, 15, 16 and 18 of Planning Permission APP/14/01300., PERM,20/08/2015

APP/15/00643 - Discharge of Condition No. 8 of Planning Permission APP/14/01300., PERM,04/08/2015

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

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/17/00926 - Installation of 5No. lighting poles in East car park. (Approved 16.11.17) Discharge of Condition No. 3 (21.3.18)., PERM,16/11/2017

APP/18/00018 - Change of use of site to Class B2 (engineering workshop with associated offices)., PERM,05/02/2018

APP/19/00297 - Proposed alteration to the existing east facing elevation to accommodate a new entrance threshold and associated external works., PERM,13/06/2019

APP/19/00458 - Reduce crown 1No Maple by 4.5 metres to North, 4 metres to North West and 3 metres to West. Tree within G1, subject to TPO 1815., PERM,11/06/2019

APP/19/00703 - Part-demolition of Building 1000 and associated works; the erection of new flexible use industrial units; and a new parking layout with associated works to layout and access and felling of two trees subject to a Tree Preservation Order (Norway Maples).(22.07.20). Request to discharge conditions 3,4,5 & 6 (02.11.20)., PERM,22/07/2020

APP/19/00806 - Variation of Condition 2 of Planning Permission APP/19/00296 (Erection of a new building entrance structure, reception/lobby refurbishment and associated hard and soft landscaping works) to amend approved plans., PERM,09/10/2019

APP/20/01036 - Please see enclosed Covering Letter., UNK,13/11/2020

APP/21/00121 - Additional first floor offices within existing warehouse and roof top gantry., PERM,26/03/2021

APP/21/00134 - Application for non material change to Planning Permission APP/19/00703 relating to change to approved plans and amendment to proposed elevations., REF,18/03/2021

APP/21/00405 - Variation of Conditions 2, 3, 8, 9, 18, 19, 22 and 25 of Planning Permission APP/19/00703 relating to the erection of the flexible use industrial units in the south-western corner of the site (Phase 1).

3 Proposal

Display of 4No. non-illuminated totem signs; 2No. non-illuminated marketing board signs; 1No. illuminated wall mounted 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 Imogen Payter

No Comment

Councillor J Branson - St Faiths

No Comment

Councillor T Pike - St Faith's

No Comment

Countryside Access Team

"Public rights of way are unaffected by the proposals. We therefore have no objections"

Environmental Health Manager, Community Group

No comments received

Hampshire Highways

"The proposed signage will be located off the public highway and is set back from the carriageway to avoid negatively affecting drive behaviour. The Highway Authority therefore raise no objection to the proposed development."

Open Space Society

No comment

Conservation officer

"To confirm I have no objections to the proposals from a heritage perspective. These signs are typical for an industrial site such as this and I do not believe they will detract from the local historic interest of the buildings."

Southern Gas Network - stage 1

Please note this response and any attached map(s) are only valid for 28 days. There are high pressure pipelines in the vicinity of your proposed work area. SGN formally object to this planning application until such time as a detail consultation has taken place.

For your safety, it is essential that no work or crossing of this high pressure pipeline is carried out until a detailed consultation has taken place.

This response is for initial/scoping out work only. This response does not give permission to undertake any work.

When consultation has taken place, your planning has been approved and works on site are due to start, another request for information and updated maps must be made via our on-line system as a 'planned works' enquiry.

Please find an extract from our mains records for your search area, any SGN assets are described in the map legend. On some occasions maps may be sent that do not contain any gas pipes, this is due to the location of your proposed work area and although there are no pipelines in the immediate vicinity, consultation is still required to ensure that your development has no other impact on our pipelines. SGN Personnel must confirm the actual location of all pipelines prior to commencement of any work. Please note there may also be additional gas pipes (low pressure, medium pressure, etc.) shown on the mains record.

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.

It must be stressed that both direct and consequential damage to gas plant can be dangerous for your employees and the general public and repairs to any such damage will incur a charge to you or the organisation carrying out work on your behalf.

Yours sincerely,
The Safety Admin Team

Officer comment: *The plans provided do not show the location of any high pressure mains pipes within the areas affected by the proposals, 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.*

Southern Gas Networks - stage 2

No comment made

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: 25

Number of site notices: Not applicable.

Statutory advertisement: Not applicable.

Number of representations received: 1

Comment	Officer Comment
Reference 1 (Ref 1) - Covering Letter, dated 28/04/21 Reference 2 (Ref 2) - Amended Signage detail, dated 03/06/21 As a resident of Langbrook Close I object to proposal APP/21/00517 due to the impact it will have if this application is granted. My objections are specifically around the details regarding Totem A & Marketing Board M2. There are numerous details within Ref 1 that are misleading and incorrect. The site only truly gets commercial in character once you reach the western side of the stream as detailed in Ref 2. The eastern side of the river (Ref 2) is of a residential character with the properties of Langbrook Close to the south, and the Langbrook Farm directly to the north, which is a family dining & carvery restaurant. Ref 1 states that the properties along the eastern access road are screened by existing landscaping, which is true as the properties mainly have 6ft (approx. 2m) fences and sporadic trees along their property lines, however, when the heights of Totem A & Marketing Board M2 are considered (4m & 3m, Ref 2), therefore, the statement in Ref 1 is somewhat misleading. Furthermore, the pictures displayed in Ref 2 with the eastern access road are clearly not to scale, and are inaccurate. Considering this, I challenge the amenity would not be harmed along the eastern access road. I have further concerns regarding the amenity of the proposed Marketing Board M1 (Ref 2). The current Marketing Board 23 (Ref 2), which was previously installed (Ref 1), is located directly to the north of my property along the eastern access road. This access road is a very public space, due to local residents walking and cycling around Langstone along the public footpath (connecting to Havant town	See Section 7 below - the case officer has visited the site and assessed the character of the area and the impact on adjoining residential properties. See Section 7 below - the case officer has visited the site and assessed the character of the area and the impact on adjoining residential properties. Since submission of the application, revised plans have been received reducing the height of Totem A to 3m (equivalent to the existing totem in this location). In regards to marketing board M1, when visiting some graffiti was noted on the existing marketing board, not visible from the front. The application site is under new management so such problems should hopefully be dealt with in a much more timely manner from now on. In any event the risk of antisocial behaviour is not considered to provide grounds for resisting advertisement consent in this case.

center & Southmoor Nature Reserve) and the public visiting the Langbrook Farm & Premier Inn. Marketing Board 23 (Ref 2) has been in a state of disarray for some time including both graffiti and damage to the sign, in which the applicant has failed to maintain. I have a concern that if a new, larger sign were to be granted, that this too would not be maintained correctly, based on the previous evidence and would hinder the amenity in what is a very public space.

It is also worth noting that the grassed area to the south of the eastern access road is regularly used by the public transiting between the public footpath (connecting to Havant town center & Southmoor Nature Reserve) and Langstone Road, despite there being a pavement to the north of the eastern access road, and can be evidenced by the clear trail along the grass. With this in mind, I would suggest the installation of Marketing Board M1, which would be 2.44m wide (Ref 2), would put the public safety of the transitters along this area at risk, potentially forcing them to walk along the eastern access road (which has considerable traffic), and/or creating a trip hazard.

An additional installation of more signs, specifically Marketing Board M1, at 3m in height and 2.44m in width (Ref 2) would also hinder both the conservation of the trees that are nearby and the loss of open spaces / natural habitats to the local bird & bat population. I have concerns that the foundations of Marketing Board 23 would impact the roots of trees both now and in the future as they grow larger. I also have concerns that the installation of another sign, would impact flying routes of both birds and bats to the immediate trees and fence lines as the addition of Marketing Board M1 is approximately 7.32m² in size as per Ref 2.

Totem A and marketing board M1 are intended to replace the existing signs in that space. Existing signs 1, 2, 12 & 23 at that entrance are getting taken down as the new proposed signage gets put up. Due to this, it is considered that the informal walkway that has been made, evident by the trail in the grass, will be just as accessible if not more accessible and there is in any event a designated pavement for pedestrians on the opposite side of the road. The Highways Authority have not raised any objections to the application.

There has been careful considerations of the impact to any trees and it has been agreed that Totem A has a reduced height of 3m now so as not to interrupt the tree canopy and there will be careful pruning of any trees that may come into contact with the signs so as to not have a negative impact on the health of the trees. To note, the trees around Totem B which is the only sign that may interrupt the trees, are not subject to a TPO. The signs are also considered to be located a sufficient distance away from the roots of any trees.

Ref 2 clearly shows there appears to be over 25% of Totem A blank to the lower left-hand side, as well as the entire bottom area of the sign blank. With Totem A being 6m² in size (1.5m x 4m, Ref 2), this leaves over 1.5m² of spare space that is not utilised, and therefore wasted. Ref 2 shows Marketing Board M2 establishes 2 things: a website address, and 2 points of contact for all enquiries, which are in fact very small. With this in mind, I would argue that there is no requirement for the implementation of Marketing Board M2 along the eastern access road, as the 2 things that are established in the proposed Marketing Board M2 could easily be implemented into the blank space that is left in Totem A. It is also worth noting that there does not appear to be any plans to remove Marketing Board 23, which is already established, so there is also the opportunity to put some of this information on there. I feel there is considerable evidence that this application contravenes several of the relevant considerations that the council should take into account as per the letter sent to me dated 26/05/21, including: - Conservation of buildings, tree and hedgerows - Design, appearance and layout - Effect on daylight, privacy and outlook - Highway safety and traffic - Loss of open spaces, countryside and other natural habitats I am more than content to discuss this further and/or provide evidence to the points I have made.	The need for the advertisements is not a material consideration when assessing an application for advertisement consent, which must be determined on grounds of amenity and public safety only, in accordance with the Advertisement Regulations. Notwithstanding this, revised plans received since the submission of the original application have reduced the height of the Totem A sign to accord with that previously approved in this location. Whilst these are considerations associated with most types of planning application, in the case of an application for Advertisement Consent this must be determined on grounds of amenity and public safety only, in accordance with the Advertisement Regulations.
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7 Planning Considerations

7.1 Having regard to the relevant policies of the development plan and the provisions of the Advertisement Regulations 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 There are 7 signs proposed as part of this application, 6 are non illuminated and the wall mounted sign is illuminated. There are 2 Totem signs at the entrance off Langstone Road and 2 signs at the entrance off Brookside Road. There is also 1 marketing board at each entrance. The illuminated sign is proposed on building 1000 and is typical of that in an industrial estate and is deemed to have a limited impact on the character of the area beyond the northern boundary, which comprises the A27 corridor and Havant town centre beyond.

7.3 With regards to the signs on the Langstone Road access road, these will replace existing signage and lie opposite a public house and hotel complex. Given the character of the locality, and the nature of the route as an approach road to a key employment site, the signs are not considered to be inappropriate in nature or scale. The 'updated signage details' plan shows a reduction in the size of Totem A from 4m to 3m in height as a sign of 3m will not interrupt the immediate tree canopy and also matches the existing sign that is being taken down.

7.4 The signs on the Brookside Road frontage lie at the western end of the Park, adjacent to an area dominated by commercial buildings, and again are considered appropriate in nature and scale.

7.5 It is therefore considered the proposals 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

7.6 The building sign on building 1000 would be visible from the A27 but it would have a very minor impact due to the degree of setback from the carriageway and intervening tree screening. The signs proposed at the entrances of the application site are similar or the same in size as what is already in place (and being removed before the new proposed signs go up) and are set back from the road - the Highways Authority have concluded that they will not negatively affect driver behaviour. With regard to the representations received regarding the signs adjoining the Langstone Road access approach, given the existence of a footway on the northern side of the access there are no grounds to resist the proposal on highway safety grounds, as the principal and safe means of pedestrian access to the site remains unaffected by the proposals. The other proposed signage lies within the site and therefore the proposed signage is not considered to pose a risk to highway safety.

(iii) Effect on residential amenity

- 7.7 The main considerations here relate to the signs proposed along the Langstone Road access approach, which lie in a grass verge to the north of residential properties backing on to the road in Langbrook Close. Representations have been received regarding the potential impact of the proposals on residential amenity, however the new signs will replace existing signs, and in the case of Totem A have been amended in size to accord with existing signage. With intervening screening, and with a set off from the boundary, the height of the signs proposed at 3m is not considered to be unduly obtrusive or overbearing to the amenity of adjoining residential properties.

8. Conclusion

- 8.1 The proposed signs are considered to be acceptable in terms of their impacts upon amenity and public safety and the application is therefore recommended for advertisement consent.

9 RECOMMENDATION:

That the Head of Planning be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/21/00517 subject to the following conditions:

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

11319PL001 Site location plan

Updated signage details dated July 2021, received 19/07/2021

Reason: To ensure provision of a satisfactory development.