
Site Address:	Langstone Technology Park, 2B Langstone Road, Havant, PO9 1SA		
Proposal:	Display of 1No. illuminated fascia sign, 1No. illuminated logo; 1No. non-illuminated fascia sign; 2No. non-illuminated monolith entrance signs.		
Application No:	APP/13/00690	Expiry Date:	09/09/2013
Applicant:	Mr Collins	Team:	Team 1
	Fasset Ltd		
Agent:		Case Officer:	Sally Smith
Ward:	St Faiths		

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site involves the building at LTP and the entrance off Langstone Road.

2 Planning History

Various advertisement applications under the 50238 series - all 1998 or before.

3 Proposal

- 3.1 The proposal is for 2 monolith entrance signs either side of the Langstone Road entrance; the signs are non illuminated and are blue and white; they are already displayed. Also on the building - a high level logo on the east elevation and a fascia panel with wording and logo above on the south side; both illuminated. Also on the south side a smaller fascia directly above the entrance displaying the name only that will be non illuminated.

4 Policy Considerations

National Policies

National Planning Policy Framework 2012

Core Strategies 2011 forming part of the HBLDF

None directly relevant

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - Approval recommended subject to an illumination condition. (N.B. The only signs with a highway implication are at the entrance to the site and are non illuminated; the suggested condition is therefore not considered necessary)

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: 16

Number of site notices: One

Statutory advertisement: Not applicable.

Number of representations received: None

7 Planning Considerations

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

- (i) Impact on highway safety
- (ii) Impact on amenity

(i) Impact on highway safety

7.2 The only signs to be seen readily from the highway are the entrance monoliths. The display is simple and not thought to be a distraction to drivers and therefore not likely to impact detrimentally on highway safety. The Development Engineer supports the application.

(ii) Impact on amenity

7.3 The larger illuminated sign above the main entrance will be seen primarily from the company carpark and at a distance by the Penner Road employment sites. The non illuminated reception sign will have no amenity impact. The illuminated logo on the east side of the building will only be glimpsed from the public domain as it is set well back from Langstone Road. With respect to the monoliths the design is simple and of a quality design; the signs are of a size (3m) that relates acceptably to the wide entrance and they are non illuminated. There is not thought to be any detriment to amenity.

8 Conclusion

8.1 Consent recommended.

9 RECOMMENDATION:

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/00690 subject to the following conditions

- 1 Any advertisements displayed and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

Reason: As required by the provision of the Town & Country Planning (Control of Advertisements) Regulations 1992

- 2 Any structure, or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992

- 3 Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.

- 4 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.

- 5 No advertisements shall be sited or displayed so as to obscure, or hinder the ready interpretation of any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway or aerodrome (civil or military).

Reason: As required by the provisions of the Town & Country Planning (Control of Advertisements) Regulations 1992.

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

Application form

Planning Statement

Proposed Signage 1:2500 Rev A Sheet 1 of 4

Proposed Signage 1:50 Rev A Sheet 2 of 4

Proposed Signage 1:100 Rev A Sheet 3 of 4

Proposed Signage 1:100 Rev A Sheet 4 of 4

Photomontage of photos 1 to 4

Reason: - To ensure provision of a satisfactory development.