
Site Address: Restaurant, Land to east of Langstone Technology Park,
Langstone Road, Havant, PO9 1SA

Proposal: 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.

Application No: APP/13/01071 Expiry Date: 20/12/2013

Applicant: Greene King Ltd Team: Team 1

Agent: Insignia Signs and Services Ltd Case Officer: Sally Smith

Ward: St Faiths

Recommendation: **GRANT ADVERTISEMENT CONSENT**

1 Site Description

- 1.1 The site is located at the junction of the A27 and Langstone Road. Prior to recent development activity it was an unused field without public access. There is a belt of mature trees on and outside the northern boundary which are within the A27 corridor adjacent to the western bound slip road to the A27. The western boundary has a number of shrubs alongside the Lavant Stream. On the western side of the stream is a public footpath which is not made up and is bordered by some mature trees. The eastern boundary is fenced and has some small individual trees. The southern side of the site is bounded by the verge and access road to Langstone Technology Park.
- 1.2 In the wider context to the west of the site lies Langstone Technology Park (LTP); to the north is the A27 and the Langstone Gate office building and Tesco to which the site is connected by a subway under the A27; to the south and east are residential properties which are separated by the access to Langstone Technology Park (LTP) and the Langstone Road respectively.

2 Planning History

APP/12/00467 - Restaurant and Budget hotel. Permitted 14/6/13 and currently under construction.

3 Proposal

- 3.1 The proposal is for various advertisements, the majority illuminated externally. The majority are various fascias, menu boards and other informative signage on the building which relate well to the scale and design of the building; the fascias and entrance signs are illuminated externally but other signs are mainly non illuminated but for the menus which are internally lit. The larger ones are a 4.2m V board totem lit by a ground mounted floodlight (B) and 2 free standing promotional signs at 3m in height which are not described as illuminated (E). There is also a 3m high directional sign at the rear of the site (D). The signs are maroon, gold and white.
- 3.2 The application has been amended to remove a 4.2m high sign on the frontage and moving a promotional sign from the frontage to the access road frontage.

4 Policy Considerations

National Policies

Town and Country Planning Control of Advertisement Regulations

Core Strategies 2011 forming part of the HBLDF

Havant Borough Local Plan (Allocations) Publication Version

DM21 Shopfronts, signs, Security Shutters and Advertisements

Listed Building Grade: Not applicable.

Conservation Area: Not applicable.

5 Statutory and Non Statutory Consultations

Development Engineer - I have no objection to this to this application subject to a standard illumination condition being applied
However I think that the developer should check that these signs do not conflict with the existing LTP signs at the road entrance

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: 21

Number of site notices: One

Statutory advertisement: Not applicable.

Number of representations received: 3

Summary:

1. Signs D and E are unnecessarily high and will be a distraction to traffic.
2. Signs D and E are floodlit and will add further distraction to traffic.
3. The lighting will be a nuisance to residents in the upper rooms of houses to the south.
4. In the light of 1 to 3 above the signs are considered contrary to policy DM21 of the Allocations Plan
5. Concern expressed over the original name proposed - Holly Tree Farm (*This has been amended in line with a local resident's suggestion*)
6. Elevations wrongly labelled (*This has been amended*).
7. Concern that the lighting will be left on during the hours of darkness (and with other impacts from the development will be detrimental to residents)
8. 18 illuminated signs is too many - will cause light pollution and is too many together with the highway signs and the signs for the Technology Park.

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) Principle of development
- (ii) Impact on Highway safety
- (iii) Impact on Amenity

- (i) Principle of development

7.2 The principle of the display of advertisements is acceptable subject to their impact on highway safety and amenity as defined in the Advertisement Regulations and subject to the Allocations, Publication version policy DM21.

- (ii) Impact on Highway Safety

7.3 The Development Engineer has raised no objection. The signs on the road frontage are limited to a V board and one promotional sign. The V board has a height of 4.2m and is simply worded and so should not be distracting but provide the necessary information to motorists. As the signs are externally illuminated they will also not provide an unacceptable level of direct lighting or glare.

- (ii) Impact on Amenity

7.4 As referred to above, notwithstanding the number of signs referred to in the application, a number of them are small, informative and not illuminated. In terms of the larger free standing ones these are now reduced to a single V board and 2 promotional boards; one of which is on the access road frontage. This amount of signage is considered appropriate to a restaurant premises. As the V signs are externally illuminated from ground level this is considered an acceptable form of illumination in this location and it will not cause direct glare for residents. For neighbours to the south there is one gable fascia with external trough light in a single storey part of the building and one promotional sign displayed at right angle to the access road (unlit). It is proposed to condition the signs to be lit only during hours of operation and for an additional 30 minutes beyond closing time. On that basis the impact for residents to the south is not considered unacceptable. The other nearest residents are across Langstone Road (5 lanes of traffic in between) . The impact on their amenity of a name fascia at two storey level, lit by trough, and a V board lit at ground level, and one non illuminated promotional board together with the proposed hours of illumination condition is considered acceptable.

Note: The name of the restaurant has changed in response to representations received but is not a matter for this application.

8 Conclusion

8.1 The signs as amended and conditioned are considered acceptable.

9 **RECOMMENDATION:**

That the Executive Head of Planning and Built Environment be authorised to **GRANT ADVERTISEMENT CONSENT** for application APP/13/01071 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 part of the signs hereby permitted shall be illuminated other than as hereby permitted.

Reason: In the interests of the amenities of the area and having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) Publication Version

- 6 The illuminated advertisements hereby approved shall only be illuminated during the opening hours of the premises and for 30 minutes after the closing time of the premises.

Reason: In the interests of the amenities of the area.

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

Insignia Trough Light dated 31/08/06
1:1250 and 1:500 Site and Layout
Signs A,B, C Signs at 1:20
Signs D, E, F, G, H, I, J and K at 1:20
North and West Elevation at 1:100
East and South elevation at 1:100
Lighting drawing at 1:10 and 1:20
Emails of 16th and 17th December 2013.

Reason: - To ensure provision of a satisfactory development.