

Planning and Development
Havant Borough Council
Public Service Plaza
Civic Centre Road
Havant
PO9 2AX

32283/A3/PN/SS/DM
28th April 2021

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) (ENGLAND)
REGULATIONS 2007
LANGSTONE TECHNOLOGY PARK, 2B LANGSTONE ROAD, HAVANT, PO9 1SA

On behalf of our client, XLB Property Ltd ('the Applicant'), we enclose an application for consent to display advertisements relating to a signage scheme at the above address. The application seeks to allow the display of 4no. totem signs and 2no. marketing board signs within the Langstone Technology Park premises ('the Site'). Permission is also sought for 1no. building sign on the northern elevation of Building 1000.

This Application has been submitted via the Planning Portal (Ref: PP-09668082) and comprises the following documents:

- Application Form, duly completed;
- Site Location Plan (Ref: 11319-PL-001); and
- Batch 1 Signage Design Document (April 2021).

In accordance with the Application Fee Regulations, the requisite Planning Application Fee of £132 has been made via PP-09668082 at the time of submission.

Site Context

The Site comprises Langstone Technology Park, 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.

The Technology Park itself is arranged in a campus format, originally forming an IBM business park developed in the 1970's, which is now occupied by a range of individual companies. The buildings are surrounded by extensive car parking and landscaping, meaning that the Site is well screened from its surroundings.

The Site is accessed via 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.

The Site's surroundings are largely commercial in character, the only exception being an area of residential properties on Brookmead Way / Langbrook Close to the east.

Planning History

There are a number of advertisements already displayed at the Site. Of particular relevance, is the 2013 permission for the display of 1No. illuminated fascia sign, 1No. illuminated logo, 1No. non-illuminated fascia sign and 2No. non-illuminated monolith entrance signs (APP/13/00690). This permission allowed for the installation of signage on the eastern access road to the Site and establishes the presence of such features within this location.

In addition, a number of further advertisements have previously been granted at the Site, including internally illuminated signs to the north-east and west elevations of building 1000 in 2005 (05/50238/081 and 05/50238/082 respectively) as well as various advertisement approvals dating from 1998 or before.

There are also a number of advertisements within the Site's surrounding area, reflective of its commercial and industrial nature. More significant signage schemes include that of the Langbrook Farm restaurant, which sits directly adjacent to the eastern entrance to Industrial Estate on Langstone Road and is host to a comprehensive signage scheme which was granted permission in 2013 (APP/13/01071). This comprises a total of 18 signs, the majority of which are illuminated. The adjacent Premier Inn hotel also displays a number of illuminated signs as approved in 2015 (APP/15/00912).

On the basis of the above, it is clear that the Site and its surrounding area are an established location for the display of advertisements and signage and comprises an environment within which appropriate advertisements and signs can be comfortably accommodated.

Application Proposals

The application proposals seek to introduce a new branding scheme for the Technology Park with associated signage which will comprise the following components:

- 4 x Totem Signs (3no. 4000 x 1500mm and 1no. 3000 x 1500mm)
- 2 x Marketing Boards (2440 x 3000mm)
- 1 x Wall Mounted Sign on the northern elevation of Building 1000 (Bay 4) (13160 x 3525 x 50mm)

The Totem signs will be used to direct users of the Langstone Park to areas such as loading bays and parking areas, whilst the marketing boards will display information on the units within the Park which are available to let alongside agency contact details. The proposed wall sign is proposed above one of the main entrances to Building 1000 and will ensure visibility from those using the northern car park.

The proposed Totem and Marketing signs are proposed to be located in two primary clusters relating to each of the two access points to the Site. The exact locations and signage formats are shown on the marked-up Site Plan, included as page 5 of the Batch 1 Design Document (March 2021).

Planning Policy

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007. Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material, in addition to any other relevant factors.

The National Planning Policy Framework 2019 (NPPF) sets out the government's planning policies for England and how these are expected to be applied. In accordance with Paragraph 132 of the National Planning Policy Framework (NPPF) advertisements should be subject to control only in the interests of

amenity and public safety, taking into account cumulative impacts. As described in the National Planning Practice Guidance (NPPG) the regime is a “lighter touch” than the system for obtaining planning permission for development. The NPPG also clarifies that a local plan does not have to contain advertisement policies and that if such policies are considered necessary to protect the unique character of a particular area, these should be evidence-based.

Policy CS16 of the Havant Borough Core Strategy seeks to promote High Quality Design within the Borough. This is mirrored within the emerging Havant Borough Local Plan Policy E1 (high quality design) and E2 (health and wellbeing) which require that features such as advertisements and signage are fully integrated with, and do not adversely affect, the visual amenity of the street scene and the amenity of neighbours.

Core Strategy Policy DM21 provides more detailed guidance for the display of features such as advertisements and signage. This requires that:

- the size, scale and design of the signage is appropriate to the character of buildings and their surroundings;
- the signage would not result in a cluttered appearance either on individual buildings or on the streetscene as a whole;
- the signage would not have a detrimental impact upon public safety, in particular upon highway safety; and
- the level of illumination proposed would not result in significant levels of light pollution and does not have a detrimental impact upon the amenity of the local area.

Planning Considerations

In the light of the above planning policy context, the impacts of the application proposals have been considered in amenity and public safety terms as follows:

Amenity

The proposal would not be detrimental in either an immediate or wider sense. The Site is not within a conservation area or attached or adjacent to a listed building. Whilst it is noted that the Council considers the buildings (collectively) within the Site as a non-designated heritage asset, there are existing wall mounted signs on the buildings in key locations which demonstrates the acceptability of such signage within the complex. The proposals involve 1No. additional wall mounted sign on the northern elevation of Building 1000. This will replace the existing (until recently) large wall mounted sign (no.20) located on the northern elevation of Bay 1 of Building 1000. Bays 1 and 2 of Building 1000 are currently in the process of being demolished as part of planning permission Ref: APP/19/00703. On the basis that the proposed wall mounted sign will be a replacement for a similar sign (albeit in a different location on the northern façade of Building 1000), it is not considered to unduly impact on the significance of the non-designated heritage assets.

Furthermore, the character and setting of the Site, street scene, and surrounding area is commercial in nature, characterised by the Langstone Technology Park itself, as well as the commercial development off Penner Road to the south, commercial premises fronting Southmoor Lane and Brookside Road to the west, the A27 west bound slipway to the north and the Premier Inn and the Langbrook Public House/Restaurant to the north-east. It is in such areas that National guidance and advice advocates locating advertisements. In such locations, any visual impacts are appreciably less, and are commensurate to the commercial and industrial surroundings. In this regard, the proposal should be considered acceptable.

The nearest sensitive receptors to any of the proposed advertisements are the residential buildings of Brookmead Way / Langbrook Close. However, these properties are screened by existing landscaping

and are located at an oblique angle to the signs. It is not therefore considered that any amenity harm would be incurred, especially in consideration of the existing signage in place along the eastern access road, as approved in 2013, which is long established and has produced no issues with regard to amenity.

Given the nature of the Site and surrounding area, and the presence of other advertisements within the surrounding area, there would be little, if any, material change in the appearance of the street scene. The advertisements which relate solely to the private roads within the Technology Park, are modest in number and scale and would not amount to clutter or contribute to any cumulative impacts, sitting comfortably in the visual context without harming amenity, the qualities of the site, or the character and appearance of the wider area.

Public Safety

When assessing public safety, the key considerations are whether the location is appropriate (i.e., undemanding on the driver) and whether the level of illumination is controlled to prevent distraction from the driving task. It should be noted that the advertisements, as shown on the marked-up Site plan (p.5 of the Batch 1 Design Document), are located on private access routes serving Langstone Technology Park and are well set back from the main public highway, and as such, are unlikely to be viewed other than by those entering the Technology Park itself.

Both access roads to the Site are well lit, straight, level, and have excellent forward visibility. Highway users would therefore be fully capable of glancing content without being distracted from the road or traffic conditions ahead. The cognitive demand on road users at this point is low as there are no unusual highway complexities which would require extra care to be taken. As such, drivers would be entirely capable of viewing advertisements whilst maintaining stopping distances and an awareness of surrounding traffic movements.

As such, it is not considered that the proposed signage would constitute a hazardous distraction. Consequently, the proposal would not give rise to public safety issues, which would prevent the granting of an express advertisement consent.

Summary

In accordance with national and local policy the proposed signage is considered to be of a high quality and will complement the Site and its surrounding setting. The scale, size and amount of signage is appropriate in terms of its location, scale and function.

The proposed signage will not have an adverse impact on amenity or public safety. With regard to amenity, the area is predominantly commercial in nature and there is no impact on pedestrians or highway users. We therefore conclude that there is sufficient justification to grant Advertisement Consent as the proposed signage scheme is compliant with national and local planning policy.

We trust the information provided is sufficient and look forward to receiving confirmation that the application has been registered and validated. If you require anything further, please do not hesitate to contact either myself or Susie Stephen at this office.

Yours faithfully,



DAN MELLING
Planner
Enc.