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[redacted]

Date: 05/11/2026
Our Ref: 26.8017

Fareham Borough Council
Civic Offices
Civic Way
Fareham
PO16 7AZ

Dear Sir/Madam,

TOWN AND COUNTRY PLANNING ACT 1990 (AS AMENDED)
APPLICATION FOR CONSENT & LISTED BUILDING CONSENT TO DISPLAY ADVERTISEMENTS
OAST & SQUIRE, PEAK LANE, THE AVENUE, FAREHAM, PO14 1RJ

On behalf of our client, Mitchells & Butlers, Boyer is pleased to submit an application for Advertisement Consent and Listed Building Consent for the display of advertisements at Oast & Squire, Peak Lane, The Avenue, Fareham, PO14 1RJ.

The proposed development will seek to enhance the vitality of the existing restaurant as a commercial and community asset through improvements to the signage provision as part of a wider refurbishment programme. All advertisement consent details are enclosed within the submitted documents.

Application Submission

The application has been submitted via the Planning Portal and includes the following supporting information:

- Completed Application Form and Ownership Certificates;
- Site Location Plan; and
- Signage Proposal (Drawing No. 205073 (Rev F) – Toby Carvery, Fareham).

Full details of the proposed signage are provided on the accompanying forms and signage drawings.

Site Description

The application site comprises the Grade II Listed Oast & Squire / Heathfield Manor (Ref: 1276856), located at Peak Lane, The Avenue, Fareham, within the administrative boundary of Fareham Borough Council. The building was first listed on 22 October 1976.

The listing describes the property as an early nineteenth-century stuccoed building with wide eaves and a hipped slate roof. The building is three storeys in height, with a five-window principal elevation, an advanced central bay, banding at first-floor level and a wide eaves band and cornice. The side elevation contains three windows, while the principal elevation contains

unbarred sashes. The main entrance is advanced from the principal elevation and features a cornice above.

The property is located along Peak Lane/The Avenue and comprises the existing restaurant premises together with associated external areas and car parking.

The building is currently occupied as a restaurant (Class E) and forms an established hospitality and community facility within western Fareham. The wider setting is predominantly characterised by low-density suburban residential development, with the building positioned within a triangular curtilage incorporating car parking and an external terrace. The site is not located within a Conservation Area.

Heritage, Design and Access Statement

Proposal

This Statement supports an application for the installation and replacement of signage associated with the existing restaurant known as Toby Carvery, Peak Lane, The Avenue, Fareham, PO14 1RJ.

For completeness, the proposal does not involve any changes to the current operation of the site, nor does it seek to alter the existing restaurant use. Instead, it seeks consent for an updated signage scheme to replace and/or refresh the existing signage provision, providing clear identification of the restaurant and associated facilities to customers and passing visitors.

This application seeks consent for the following:

- **Item 01 – Single-sided illuminated totem sign (Qty. 1):** A freestanding sign measuring approximately 2,000mm wide and 4,615mm high, mounted on timber-clad posts. The sign comprises an internally illuminated Toby Carvery logo and illuminated 'Home of the Roast' panel, with fret-cut detailing, opal acrylic backing and warm white LED illumination. The sign is finished in Toby Carvery red (RAL 3004), white and complementary building colours, with medium oak/walnut-stained timber posts.
- **Item 02 – Double-sided illuminated totem sign (Qty. 1):** A freestanding double-sided sign measuring approximately 2,000mm wide and 4,615mm high, mounted on timber-clad posts. The sign features internally illuminated Toby Carvery branding and 'Home of the Roast' panels, with fret-cut detailing, opal acrylic backing and warm white illumination. Finished in Toby Carvery red (RAL 3004), white and medium oak/walnut-stained timber.
- **Item 03 – Illuminated entrance signs (Qty. 2):** Freestanding, single-sided entrance signs incorporating formed aluminium panels with fret-cut lettering, opal acrylic backing and internal warm white LED illumination. The panels are finished in Toby Carvery red (RAL 3004) and supported on medium oak/walnut-stained timber posts. Each sign incorporates the Toby Carvery branding and entrance messaging.



- **Item 03A – Toby chef and ribbon signs (Qty. 2):** Illuminated branding panels incorporating the Toby Carvery chef logo and accompanying ribbon detail. Constructed from formed aluminium with fret-cut detailing, opal acrylic backing and internal warm white LED illumination, finished in Toby Carvery red (RAL 3004).
- **Item 04 – Illuminated car park sign (Qty. 1):** A freestanding, double-sided aluminium car park sign measuring approximately 1,800mm wide, incorporating 'Main Car Park' directional messaging. The sign features fret-cut lettering, opal acrylic backing, internal warm white LED illumination and medium oak/walnut-stained timber posts. Finished in Toby Carvery red (RAL 3004).
- **Item 05 – External signwriting (Qty. 1):** Signwritten lettering applied externally to the building, incorporating the wording 'Welcome to Toby Carvery... Home of the Roast'. The lettering is finished in black.
- **Item 06 – Illuminated 'Home of the Roast' ribbon (Qty. 1):** A wall-mounted aluminium ribbon sign measuring approximately 1,800mm wide, incorporating fret-cut detailing, opal acrylic backing and internal warm white LED illumination. Finished in Toby Carvery red (RAL 3004).
- **Item 07 – External wall-mounted lantern (Qty. 1):** A Stratford small lantern in brass, incorporating warm white illumination and a standard swan-neck bracket.
- **Item 08 – Toby chef and ribbon signs (Qty. 2):** Illuminated external branding signs incorporating the Toby Carvery chef logo and ribbon panel. Constructed from formed aluminium with fret-cut details, opal acrylic backing and internal warm white LED illumination, finished in Toby Carvery red (RAL 3004).
- **Item 08A – Individual lettering (Qty. 21):** Individual 'Home of the Roast' lettering formed from 19mm Foamex, finished in black (RAL 9005), with white aluminium shadowbacks and runner bars finished to match the building render. Final lettering dimensions are to be confirmed.
- **Item 08B – Individual lettering (Qty. 1):** Individual 'Home of the Roast' lettering formed from 19mm Foamex, finished in black (RAL 9005), with white aluminium shadowbacks and runner bars finished to match the building render. Final lettering dimensions are to be confirmed.
- **Item 09 – External signwriting to circular buildings (Qty. 2):** Signwritten lettering applied directly to the external elevations of the circular building structures, incorporating the wording 'Succulent Meats', 'Ruffled Roasts' and 'Fresh Vegetables', together with 'Toby Carvery... Home of the Roast'. The lettering is finished in black.
- **Item 10 – Wall-mounted illuminated sign holders (Qty. 2):** Wall-mounted Corex sign holders measuring approximately 2,000mm wide, finished in Toby Carvery red (RAL 3004). Each incorporates side-loading panels, mitred trims, white vinyl lettering and a warm white LED trough light.



- **Item 11 – Small A-board signs (Qty. 2):** Freestanding A-board signs incorporating a timber-effect frame, sign panel and sandbag weighting for stability. The signs display Toby Carvery branding and are positioned within the site.
- **Item 12 – No Exit sign (Qty. 1):** A freestanding directional sign measuring approximately 900mm wide, comprising a formed aluminium panel finished in Toby Carvery red (RAL 3004), mounted on stained timber posts and displaying white 'No Exit' lettering and directional restriction symbol.
- **Item 13 – Warm white rope lighting (Qty. 125 linear metres):** Warm white rope lighting to provide decorative illumination to the building. The installation requires associated T1 trunking.
- **Item 14 – Car Park Notice signs (Qty. 2):** Flat Foamex notice panels measuring approximately 600mm x 600mm, finished in gloss Toby Carvery red (RAL 3004), displaying car park information and associated wording.
- **Item 15 – Patio Notice signs (Qty. 2):** Flat Foamex notice panels measuring approximately 600mm x 400mm, finished in gloss Toby Carvery red (RAL 3004), displaying patio-related information.
- **Item 16 – Glass manifestations (Qty. 10 linear metres):** M7 crystal-etch vinyl manifestations applied directly to the main entrance glazing.
- **Item 17 – Internal information panel (Qty. 1):** A 3mm clear acrylic panel, reverse decorated with digital print and fixed using VHB tape, incorporating information relating to the lighting controls.
- **Item 19 – Reeded etched window vinyl (Qty. 5):** Etched reeded vinyl manifestations, based on 500mm x 500mm panels.
- **Item 20 – Plain etched window vinyl (Qty. 8):** Etched plain vinyl manifestations, based on 500mm x 500mm panels, including application to three kitchen doors.
- **Item 21 – Internal glass manifestations (Qty. 20 linear metres):** M7 crystal-etch vinyl manifestations applied directly to internal glass doors and partitions.
- **Item 22 – External signwriting (Qty. 2):** External signwriting incorporating Toby Carvery branding, as detailed on the submitted signage drawings.
- **Item 23 – Internal signwriting (Qty. 1):** Internal signwriting incorporating Toby Carvery branding, as detailed on the submitted signage drawings.

The proposed signage is to be installed in the locations identified on the accompanying site layout and signage drawings. Full details of the proposed advertisements, including their dimensions, materials, finishes, colours and illumination specifications, are provided within the submitted application package and accompanying signage drawings (Drawing No. 205073, Revision F, dated 4 November 2026).

Planning History

There have been various planning, advertisement and listed building applications at Oast & Squire, demonstrating an established history of signage and other alterations at the site.

Of relevance to this application are the following:

Application	Description	Decision & Date
P/25/1526/LU	Certificate of Lawfulness for the existing use of the premises as a restaurant (Class E)	Approved – 11/12/2025
P/16/0637/LB	New fascia signs to building	Approved – 19/07/2016
P/16/0632/AD	New monolith sign, fascia signs, flag sign, directional signs, menu unit and promotional display unit	Approved – 19/07/2016
P/03/1853/AD	Display of illuminated totem and flag signage	Approved – 19/01/2004
P/03/1043/AD	(A) Various other signs (B) Internally illuminated pole and totem signage	Withdrawn – 15/12/2003
P/03/1221/LB	Fixing of various advertisement signs to listed building	Approved – 18/09/2003
P/99/0877/AD	Retention of non-illuminated sign	Approved – 08/09/1999
P/99/0443/AD	Retention of one internally illuminated sign	Refused – 02/06/1999
P/97/1094/AD	Display of two banners	Refused – 19/12/1997
P/94/0537/AD	Display of illuminated free-standing sign	Approved – 14/07/1994
P/94/0503/LB	Display of various signage	Approved – 28/06/1994
P/94/0417/AD	Display of various signs	Approved – 21/06/1994
P/92/0596/LB	Erection of floodlights	Withdrawn – 15/02/1993
P/92/0576/FP	Retention of car park lights	Approved – 16/07/1992



P/92/0205/LB	External eaves festoon lights	Refused – 21/04/1992
P/91/0499/AD	Display of illuminated signs	Approved – 19/09/1991
P/91/0500/LB	Display of illuminated signs	Approved – 19/09/1991

The above planning history demonstrates that the principle of advertisement signage, including illuminated and non-illuminated signage and signage attached to the listed building, has previously been accepted at the site.

Planning Policy Context

National Planning Policy Framework (2026)

National planning policy and guidance are set out within the Government's National Planning Policy Framework (NPPF), updated in August 2026.

The NPPF is to be read as a whole and is intended to promote the concept of delivering sustainable development.

Policy S3 of the NPPF sets out the presumption in favour of sustainable development within the planning system and states that, in all locations, development proposals that accord with the development plan should be approved without delay.

Section 7 provides policies which enable businesses to invest, expand and adapt in a way that reflects the opportunities, challenges and characteristics of different areas, and supports long-term economic growth both locally and nationally. Specifically, Policy E2 states that substantial weight should be given to the economic benefits of proposals for commercial development which allow businesses to invest, expand and/or adapt, particularly where this would support the economic vision and strategy for the area.

Section 16 provides policies that promote the creation of inclusive places and supports the provision of appropriate public services, by enabling development which can support this aim and seeking to retain, improve and deliver new facilities, which include public houses and other community facilities, which are important for community wellbeing. Specifically, Policy HC4 confirms that substantial weight should be given to the benefits where improved community facilities would be provided, or where development proposals would make a demonstrable contribution towards supporting social interaction in the local community.

Section 20 of the NPPF addresses conserving and enhancing the historic environment. Policy HE6, in particular, confirms that great weight should be given to the asset's conservation, with the more important the asset, the greater the weight that should be given.

The Development Plan



The Fareham Local Plan 2037 was adopted in April 2023 and forms part of the Development Plan for the Borough alongside the Welborne Plan and the Hampshire Minerals and Waste Plan. The Local Plan 2037 provides the planning principles and development management policies against which planning applications are assessed, and the following policies are considered relevant to the scheme:

- Policy R4 – Community and Leisure Facilities
- Policy D1 – High Quality Design and Placemaking
- Policy D2 – Ensuring Good Environmental Conditions
- Policy TIN2 – Highway Safety and Road Network
- Policy HE1 – Historic Environment and Heritage Assets
- Policy HE3 – Listed Buildings and Structures and/or their Settings

Principle of Development

In terms of the principle of development, this application supports the installation and/or replacement of advertising associated with an existing restaurant. The proposal shall not result in the loss of or negatively impact upon the functioning of the restaurant. Rather, it simply intends to replace and/or update the signage currently in place and, in doing so, rejuvenate the exterior of the building and better advertise the site to passing customers.

Furthermore, the planning history of the site reinforces the fact that the principle of installing a range of illuminated and non-illuminated signage is acceptable and remains in keeping with the character of the surrounding area.

The proposed scheme remains proportionate to the existing level of provision on site and simply seeks to update the signage in order to reflect the company's latest branding.

The scheme will improve the overall appearance of the building when compared to the existing arrangement and represents a significant investment in the continued operation and appearance of the listed building. On that basis, it is considered to sympathetically respond to the character and appearance of the building and its wider surroundings.

The proposed advertisements would not undermine the building's identity as a restaurant nor harm its integrity as a Grade II Listed Building. The proposed works have been designed to respect the external features associated with the building and have adopted a suitable architectural approach which complies with the relevant Local Plan policies and the NPPF.

Design and Impact on a Conservation Area and Listed Building

The proposed scheme does not involve any deviation from the existing use of the site as a restaurant. Instead, it seeks to update and enhance the external signage provision in connection with the rebranding of the existing restaurant from Beefeater to Toby Carvery.

The proposal has been designed to provide an appropriate and coherent signage scheme which respects the architectural characteristics of the existing building, whilst improving the overall quality and presentation of the site's external appearance.



As depicted within the accompanying drawing pack, the existing signage is proposed to be replaced and updated to reflect the Toby Carvery corporate identity. This includes the removal and replacement of existing restaurant branding, together with the introduction of new freestanding totem signs, entrance signage, building-mounted illuminated signs, external lettering and directional signage. The proposal therefore represents a wider refresh of the existing signage provision rather than a strictly like-for-like replacement.

The proposed signage will comprise a combination of formed aluminium panels, individual lettering, Foamex panels, acrylic detailing and signwritten elements. The principal signage will incorporate Toby Carvery's established corporate colour palette, including Toby Carvery red (RAL 3004), white and black lettering, alongside complementary building colours. A number of the freestanding signs will incorporate medium oak/walnut-stained timber posts, providing a more traditional finish which complements the existing architectural character of the building.

The proposed illumination will be provided through a combination of internally illuminated signage and decorative lighting. Internally illuminated signs will utilise warm white LED lighting, with fret-cut lettering and detailing backed by opal acrylic. This includes the principal totem signs, entrance signage, illuminated branding panels and wall-mounted signage. Additional illumination is proposed through warm white rope lighting and a traditional-style brass wall-mounted lantern. The drawings do not specify precise luminance levels or operational hours; however, the lighting specification identifies warm white illumination throughout the proposed scheme.

A key theme throughout the design process has been ensuring that the overall scale, form, proportion and design of the advertisements remain appropriate to the host building. The proposed signage has therefore been designed to respond to the existing architectural features and layout of the restaurant, with the intention of maintaining a coherent relationship between the signage and the building's established appearance.

Furthermore, the proposed signs have been positioned with regard to the overall scale and arrangement of the building, as demonstrated within the accompanying proposed elevations, visualisations and site layout drawings. The scheme seeks to provide clear identification and wayfinding for customers whilst avoiding an unnecessarily cluttered or visually dominant appearance.

The proposed scheme also utilises a considered combination of aluminium, acrylic, timber-effect finishes and complementary corporate colours, representing an improvement and refresh to the existing signage provision. The introduction of a consistent signage palette will help establish a unified appearance across the site, whilst the use of traditional materials and warm white illumination seeks to complement the character of the existing building.

By virtue of the above, the proposed signage scheme has been developed with consideration of the existing building's architectural character and its surrounding environment. The proposal seeks to improve the quality and consistency of the existing signage provision whilst respecting the appearance of the host building. Subject to the final assessment of the proposed signage in



its heritage context, the scheme is considered capable of preserving the significance and setting of the heritage asset, without causing harm to its special architectural or historic interest.

Visual Amenity and Impact on Neighbouring Living Conditions

Given the nature of the proposal, the signage would be visible from the surrounding street scene and various areas of the site, including the adjoining highway, car park and restaurant access points.

However, as demonstrated within the accompanying signage drawings, the advertisements have been positioned to serve the operational requirements of the existing restaurant, providing identification, directional information and branding for customers. The signage comprises a combination of freestanding totem signs, entrance signs, building-mounted advertisements, individual lettering and smaller directional and informational signs. Whilst some of the principal freestanding signs are larger in scale, their positioning and design have been considered in relation to the existing building and wider site layout.

The proposed signage will utilise a consistent palette of materials and finishes, including formed aluminium, acrylic detailing, individual lettering and timber-clad supports, finished predominantly in Toby Carvery red (RAL 3004), white and black. This will provide a coordinated appearance across the site and ensure that the advertisements are visually consistent with the restaurant's corporate identity.

Where illumination is proposed, this will comprise internally illuminated signage incorporating warm white LED lighting, together with warm white rope lighting and a traditional-style external lantern. The illuminated elements will utilise fret-cut detailing backed by opal acrylic, providing illumination to the relevant lettering and branding. Whilst precise luminance levels and operational hours are not specified within the submitted drawings, the proposed lighting is intended to provide clear identification of the premises without introducing unnecessary visual distraction.

Overall, the proposed advertisements will be located within the established site boundaries, primarily around the restaurant building, existing access points and car parking areas, as identified on the accompanying proposed site layout. The signage will provide an appropriate level of identification and wayfinding for visitors, whilst maintaining a coherent relationship with the existing built environment.

The proposal does not involve any changes to the existing restaurant use or introduce any additional activities which would be likely to generate materially different impacts upon neighbouring occupiers. The signage is ancillary to the established commercial use of the premises and its purpose is to identify the restaurant and assist customers in accessing the site.

It is therefore considered that, subject to the appropriate implementation of the proposed signage and illumination, the scheme would not result in an unacceptable impact upon visual amenity or the living conditions of neighbouring residents through excessive brightness, glare or visual intrusion. The proposal is consequently considered to accord with the relevant Local



Plan policies relating to advertisement control and the protection of visual and residential amenity.

Transport and Highway Safety

In terms of public safety, the proposed signage will primarily be affixed to the existing restaurant building and/or positioned within the established site curtilage. The advertisements have been designed and located with regard to the existing access arrangements, pedestrian routes and surrounding highway network, with the intention of ensuring that they do not pose a hazard to passing traffic or pedestrians.

As demonstrated within the accompanying signage drawings, the proposal includes a number of freestanding signs positioned around the site, including the principal single-sided and double-sided totem signs, entrance signage, car park signage and directional signs. The principal totem signs (Items 01 and 02) measure approximately 4,615mm in height and 2,000mm in width and are intended to provide clear identification of the restaurant from the surrounding highway network. The additional entrance and directional signs (Items 03, 04 and 12) will assist customers in navigating the existing vehicular access points and car parking areas.

The proposed freestanding signs are positioned within the established restaurant site and are intended to provide clear identification and wayfinding without obstructing existing vehicular or pedestrian routes. The proposed signage does not involve any alterations to the existing highway layout, vehicular access arrangements or parking provision.

The level of advertising proposed has been subject to consideration in relation to the scale and character of the existing building. The objective is to provide an appropriate and coordinated signage scheme which avoids unnecessary visual clutter whilst meeting the operational requirements of the restaurant.

The proposed signs will therefore advertise Toby Carvery over the lifetime of the development, providing identification and directional information for customers without materially affecting the existing operation of the surrounding highway network.

Where illumination is proposed, this will predominantly comprise internally illuminated signs incorporating warm white LED lighting, with fret-cut lettering and detailing backed by opal acrylic. Additional illumination will be provided through warm white rope lighting and external lantern lighting. The illumination will be designed and operated to avoid excessive brightness, glare or dazzling effects which could adversely affect passing motorists or pedestrians. The maximum luminance of the illuminated advertisements will be controlled in accordance with the relevant advertisement consent requirements and any conditions imposed by the Local Planning Authority.

The signage will only be accessible to authorised personnel for cleaning and maintenance purposes. Having regard to the nature, positioning and intended operation of the proposed advertisements, it is considered that the scheme would not give rise to an unacceptable impact upon highway or pedestrian safety and is therefore acceptable from a public safety perspective.



Conclusion

This Statement supports an application for Advertisement Consent and Listed Building Consent for the installation and replacement of signage associated with the existing restaurant at Peak Lane, The Avenue, Fareham, PO14 1RJ, which is proposed to be rebranded as Toby Carvery.

For completeness, the proposal does not involve any changes to the current operation or established use of the site as a restaurant. Instead, it seeks to replace and update the existing signage provision with a refreshed and coordinated scheme reflecting the Toby Carvery corporate identity, for the purposes of identifying and advertising the restaurant to passing customers and visitors.

The proposed scheme has been designed with due regard to the scale, appearance and architectural characteristics of the existing building, together with its relationship to the surrounding street scene. The signage comprises a combination of freestanding totem signs, illuminated entrance signs, building-mounted advertisements, individual lettering, directional signage and associated decorative lighting.

A considered design approach has been adopted to ensure the proposed signage responds appropriately to the character and appearance of the host building. The scheme will utilise a combination of formed aluminium, acrylic detailing, individual lettering and timber-clad supports, alongside a complementary colour palette incorporating Toby Carvery red (RAL 3004), white and black finishes. The proposed illumination will predominantly comprise warm white LED lighting, incorporating fret-cut lettering and opal acrylic detailing, together with decorative rope lighting and traditional-style external lanterns.

The proposed signage represents an opportunity to improve the consistency, quality and overall presentation of the existing signage provision, whilst providing clear identification and wayfinding for customers. The proposed advertisements have been positioned with regard to the existing building and site layout, ensuring that the scheme remains appropriate to its setting and does not result in unnecessary visual clutter.

Furthermore, the proposal does not involve any alterations to the existing vehicular access arrangements, parking provision or restaurant operations. The signage is ancillary to the established use of the premises and, subject to appropriate implementation and control of illumination, is not considered to give rise to unacceptable impacts upon neighbouring residential amenity, visual amenity or highway safety.

By virtue of the above, the proposed scheme is considered to represent an appropriate and coordinated update to the existing signage provision. Subject to the detailed assessment of the heritage significance of the building and its setting, the proposal is considered capable of preserving the character and appearance of the host building without giving rise to unacceptable harm to the significance of the heritage asset.

The application is therefore considered to accord with the relevant provisions of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007, together with the

relevant national and local planning policies relating to advertisement control, heritage conservation, visual amenity and highway safety.

I trust that the above and enclosed information are sufficient to enable the Local Planning Authority to register the application as valid. I look forward to receiving confirmation of the same. However, should you have any queries or require any further information, please do not hesitate to contact me.

Yours faithfully,

Rhys Lewis

Graduate Planner

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