

Planning Statement

31 Elm Grove, Hampshire, Hayling Island, PO11 9EA

Site:

The application relates to the ground floor unit at 31 Elm Grove, Hampshire, Hayling Island, PO11 9EA. This is a unit which has been leased by the applicant to create a new Dominos pizza store.

National Planning Policy Framework (NPPF)

The National Planning Policy Framework (NPPF) (published July 2021) sets out the Government's planning policies for England at a national level and how they are expected to be applied. The revised Framework replaces the previous NPPF published in February 2019.

Paragraph 7 of the NPPF states that the purpose of the planning system is to contribute to the achievement of sustainable development. In terms of what is meant by 'sustainable development', the NPPF states at Paragraph 8 that there are three dimensions to sustainable development (economic, social and environmental) and three roles that the planning system needs to perform:

an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;

a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and

an environmental objective – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy."

Paragraph 11 states that plans and decisions should apply a presumption in favour of sustainable development. For decision-taking this means:

- approving development proposals that accord with an up-to-date development plan without delay; or
- where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:
 - i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or
 - ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.

Paragraph 38 confirms that "Local planning authorities should approach decisions on proposed development in a positive and creative way" and that "...Decision-makers at every level should seek to approve applications for sustainable development where possible".

Paragraph 86 confirms that planning policies and decisions should support the role that town centres play at the heart of local communities, by taking a positive approach to their growth, management and adaptation.

Overall, the NPPF confirms that the primary objective of development management is to foster the delivery of sustainable development, not to hinder or prevent it. Local Authorities should approach development management decisions positively – looking for solutions rather than problems so that applications can be approved wherever it is practical to do so. Securing the optimum viable use of the property and achieving public benefits are key material considerations for application proposals.

Proposal:

The proposed signage is minimal and includes one externally illuminated fascia sign, one externally illuminated projecting sign which will be fixed directly to the building along with an LCD digital display screen which will be located internally within the store behind the glazed shopfront.

All illuminations proposed will only be on during the stores opening hours. We feel that the proposed signage scheme is in keeping with its surroundings and respectful of the sites location.