

Our ref. : AB2518/Signage/LPA280526

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

28th May 2026

Dear Sir/Madam,

**EXPRESS ADVERTISEMENT CONSENT APPLICATION
UNIT B, WATERLOO PARK, ELETTRA AVENUE, WATERLOOVILLE**

On behalf of our client, Kentucky Fried Chicken (Great Britain) Limited, please find enclosed an application seeking express advertisement consent for both illuminated and non-illuminated elevational signage, and for freestanding signage, associated with the commercial unit currently under construction at Unit B, Waterloo Park, Elettra Avenue, Waterlooville.

This express advertisement consent application, which is being submitted to Havant Borough Council (the LPA) electronically by way of the Planning Portal website, comprises the following documentation ;

- Completed application forms.
- This covering letter/supporting statement prepared by Beamish Planning Consultancy.
- Unnumbered 1:1250 scale site location plan of application site and surroundings.
- Drawing no. 0000/2023/G121 Revision F – proposed site plan (including 1:500 scale site/block plan) prepared by Hone Edwards Associates.
- Drawing no. 0000/2023/G123 Revision J – proposed site signage plan (including full details of proposed external signage elements) prepared by Hone Edwards Associates.
- Drawing no. 0000/2023/G210 Revision A – details of proposed illuminated elevational signage prepared by Hone Edwards Associates.
- Drawing no. 0000/2023/G211 Revision H – proposed elevations prepared by Hone Edwards Associates.
- Drawing no. 0000/2023/G212 Revision A – as approved elevations prepared by Hone Edwards Associates.
- Drawing no. MPDS-OHF55-WP-KFE-GA55-EQ Issue 1 – large-scale drawing of angled digital menu board (1 proposed).
- Drawing no. MPDS-OHF55-WP-KFE-SA50-WM-SCH Issue 1 – large-scale drawing of angled digital menu boards (4 proposed).
- Unnumbered drawing – digital menu board details.

Payment of the statutory application fee of £174, along with the Planning Portal service charge fee of £91, has been made electronically when submitting this express advertisement consent application via the Planning Portal.

Description of application site and surroundings

The application site comprises an irregular shaped area of land which is currently being developed (along with the wider development site to the east and south) by way of the erection of a single storey commercial building (to be used as a drive-through restaurant) and associated car parking and landscaping following the granting, in October 2024 of planning permission for the development of the wider site.

The site fronts onto the junction of Elettra Avenue and Waterberry Drive, and the immediate surroundings are wholly commercial in character, and the site is neither within, (or close to, the boundaries of a Conservation Area, nor are there any buildings either on site or in the immediate locality which are either statutorily or locally listed.

Relevant planning history

In October 2024, the LPA granted planning permission (application ref. APP/21/00399) for the following development on an area of land which includes the site that is now the subject of this express advertisement consent application ;

'Full application for erection of discount foodstore, drive through coffee shop and drive-through restaurant with associated car parking, service yard, landscaping, means of access and associated infrastructure.'

It is the drive-through restaurant (approved as Unit B) that forms the site that is now the subject of this express advertisement consent application.

In March 2026 the LPA approved a non-material amendment application (ref. APP/25/01021) relating to alterations to the approved site layout, landscaping and planting plan to incorporate the provision of EV charging points.

Applications (refs. APP/25/00559 and APP/25/00606) to discharge the requirements of several conditions imposed upon the granting of planning application ref. APP/21/00399 were approved by the LPA in March 2026, and the LPA is currently considering applications seeking to discharge the requirements of conditions 8 and 14 (application ref. APP/26/00289) and also conditions 10 and 16 (application ref. APP/26/00194).

Signage for which express advertisement consent is sought

Express advertisement consent is sought for both internally illuminated and non-illuminated elevational signage to previously approved Unit B, with all proposed signage associated with the intended commercial operator of the building, KFC.

Full details of the proposed internally illuminated and non-illuminated elevational signage elements are provided by way of accompanying drawing nos. 0000/2023/G211 Revision H (proposed elevations) and 0000/2023/G210 Revision A (details of proposed illuminated elevational signage) prepared by Hone Edwards Associates.

Express advertisement consent is also sought for freestanding signage within the curtilage of the application site, with those signage elements provide either directional/notification guidance or details of the food and drink being sold, including digital menu boards.

Full details of the proposed freestanding signage elements are set out on accompanying drawing no. 0000/2023/G123 Revision J prepared by Hone Edwards Associates, whilst drawing nos. MPDS-OHF55-WP-KFE-GA55-EQ Issue 1 (1 board proposed) and MPDS-OHF55-WP-KFE-SA50-WM-SCH Issue 1 (4 boards proposed) and an associated unnumbered drawing provide full details of the proposed digital menu boards.

Signage Assessment

When assessing express advertisement consent applications, the only material considerations which can be taken into consideration are amenity and public safety.

There are no specific policies within either the adopted (March 2011) Local Plan (Core Strategy) or adopted (July 2014) Local Plan (Allocations Plan) relating to advertisements, and nor has the LPA published/adopted any supplementary planning guidance documents relating to advertisements.

All the proposed freestanding and elevational signage is simple and proportionate in both size, design and appearance to the application site as whole, the host buildings within the site and the wholly commercial character of the immediate locality. Nor does the proposed signage elements, either individually or cumulatively, over-dominate the appearance of either of the host buildings or their surroundings, or result in the clutter or proliferation of signage. Additionally, the proposed signage has no adverse impact upon public safety.

Conclusion

For the reasons set out within this supporting statement, the proposed elevational and freestanding signage will have no adverse impact upon amenity or public safety, and therefore express advertisement consent should be granted for all the proposed signage elements, subject to the standard advertisement conditions.

We look forward to corresponding with the Case Officer to whom this express advertisement consent application is allocated, but in the meantime should any further information or clarification be required please do not hesitate to contact us.

Yours faithfully,



Adam Beamish
BA (Hons), DIP TRP, MRTPI