

Our ref. : AB2518/Signage/LPA051026

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

5th October 2026

Dear Sir/Madam,

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

On behalf of our client, K&Z South London Ltd., please find enclosed an application seeking express advertisement consent for both illuminated and non-illuminated elevational 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/G212 Revision A – as approved elevations prepared by Hone Edwards Associates.
- Drawing no. 0000/2023/G211 Revision K – proposed external elevations prepared by Hone Edwards Associates.

Payment of the statutory application fee of £174, along with the Planning Portal service charge fee of £99, 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 August 2026, the LPA granted express advertisement consent (application ref. APP/26/00375) for the following proposed signage elements at the application site ;

'Illuminated signage incorporating (1) 1No. ES11a 3x KFC bucket square lightbox (2) 1No. ES07b 700 mm high KFC white aluminium letters (3) 1No. ES20.1a large neon bucket portal (4) 3No. ES10a KFC Lightbox; (5) 2No. double digital menu board; (6) 1No. ES19 entrance double sided lightbox; (7) ES03a neon sign. Non-illuminated elevational signage and freestanding signage incorporating (1) 1No. single sided directional ground sign (2) 1No. SS14c K4 DT Height Restrictor (3) 1No. speaker post (4) 2No. SS09 Grill Bay sign (5) 2No. S07 DDA Parking sign (6) 1No. double sided directional ground sign. Vinyl graphics to the side elevations of the building with vinyl graphics to the windows to the front and side elevations and the side entrance door.'

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 further 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, in June 2026 and August 2006 respectively, an application (ref. APP/26/00289) to discharge the requirements of conditions 8 and 14, and an application (ref. APP/26/00194) to charge the requirements of conditions 10 and 16 (application ref. APP/26/00194).

At present, the LPA is also considering an application (ref. APP/26/00373) which seeks to discharge the requirements of conditions 9 and 15 imposed upon the granting of planning application ref. APP/21/00399.

Signage for which express advertisement consent is sought

The freestanding signage associated with the commercial unit as approved by way of the granting (in August 2026) of previous express advertisement consent application ref. APP/26/00375 is in the process of being implemented on site.

However, to reflect new company branding, express advertisement consent is sought for revised (to that approved by way of the granting of express advertisement consent application ref. APP/26/00375) internally illuminated and non-illuminated elevational signage.

Full details of the proposed internally illuminated and non-illuminated elevational signage elements are provided by way of accompanying drawing no. 0000/2023/G211 Revision K prepared by Hone Edwards Associates.

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 revised 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, and also having regard to the similar proposed elevational signage the LPA approved (in August 2026) by way of its granting of express advertisement consent application ref. APP/26/00375, the proposed elevational signage will have no adverse impact upon amenity or public safety, and therefore express advertisement consent should be granted for all the proposed elevational 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