

Planning Services  
East Hampshire District Council  
Penns Place  
Petersfield  
GU31 4EX

6 August 2021

Dear Sir / Madam,

**Applicant: RED Distillery**  
**Site: 38 Station Road, Liphook**  
**Proposal: Alterations to building for replacement frontage and advertisement consent**

Please find enclosed a completed electronic application for the above proposal. The application submission includes the following:

- Completed application form
- Site Location Plan
- Site Block Plan
- Existing Floor Plans and Elevations
- Proposed Floor Plans and Elevation
- Covering letter (including Design and Access Statement)
- Isometric Render of Visuals

### **Proposal**

The development proposes alterations to the host building in the form of a new shop frontage and advertisements. This relates primarily to the Western elevation of the building.

### **Planning History**

Reference	Description	Outcome
37729/004	Display of various illuminated and non-illuminated signs	Approved 8 <sup>th</sup> of July 2014

The site can be confirmed to be in a Class E use. Upon review of the site history, there is no application for this originally. However, it can be confirmed to be in an established retail use. Resultantly, it is considered that the planning use of the building has been in a former use class to Class E for over 2 years. Therefore, the use of the building comprises the breadth of uses identified under Use Class E.

**Henry Adams LLP Rowan House, Baffins Lane, Chichester, West Sussex PO19 1UA**  
**01243 533633 [planning@henryadams.co.uk](mailto:planning@henryadams.co.uk) [henryadams.co.uk](http://henryadams.co.uk)**

Town Planning ► Development Consultancy



### **Site details**

The site is occupied by a large retail unit. The site frontage faces West towards Station Road and is set back from the street scene as a result of an open pedestrian area/sales forecourt. The site is within Flood Zone 1.

The locality is of a mixed character and is populated by both business units and residential dwellings. The site is readily accessible by private vehicles, due to the large parking area nearby. Further, the site is less than 50m from a train station and less than 100m from a bus stop. There are also active transport options, as there are footpaths and cycle parking present at, or within the vicinity of the site.

### **Planning Policy**

Section 38 (6) of the Planning and Compulsory Purchase Act 2004 and Section 70 (2) of the Town & Country Planning Act 1990 requires planning applications to be determined in accordance with the policies of the Development Plan unless material considerations indicate otherwise.

To the extent that development plan policies are material to an application for planning permission, the decision must be taken in accordance with the development plan unless there are material considerations that indicate otherwise.

The Development Plans for East Hampshire comprises of:

#### **Joint Core Strategy (Part 1 Local Plan)**

CP8 – Town and Village Facilities and Services  
CP29 - Design

#### **East Hampshire District Local Plan: Second Review (2006)**

S3 – Primary Shopping Frontages

#### **Vehicle Parking Standards SPD July 2018**

#### **National Planning Policy Framework**

At National level, the National Planning Policy Framework sets out the Government's most up-to-date policies against which all Development Plans should be prepared, and planning applications assessed. It is a material consideration that carries substantial weight.

The framework sets out at paragraph 8 the three overarching objectives as follows:

- 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 efficient 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 127 of the National Planning Policy Framework sets out the criteria development proposals are assessed against to be considered ‘well-designed places’. Part (a) of this Paragraph is considered to be most relevant as the proposed alterations seek to allow the unit to function well and add quality to the area.

### **Assessment of scheme**

It is considered that the proposed change is acceptable with regard to its appearance due to the varied character of the area. The area cannot be considered to have any consistent design characteristics that would result in the proposal appearing at odds with the locality. The proposal is considered to be suitable in the proposed location in accordance with CP29 of the East Hampshire Joint Core Strategy.

The development does not seek a change of use, for the reasons set out previously within this submission.

Furthermore, approval of the proposed development allows for the accommodation of an expanding business within the area and allows for the diversification of this area of Liphook. The site is located close to a railway station and bus stops, and as such there are sustainable travel options to the site.

I hope that the submission is in order and I will look forward to receiving confirmation that the application is valid, however, should you require any further information; please do contact me.

Kind regards,

A handwritten signature in black ink, appearing to read 'Zac Denton', with a stylized, cursive flourish at the end.

**Zac Denton**  
**Planner**  
**Henry Adams LLP**