



Planning Statement

Imperial House, Grange Drive, Hedge End, Southampton, SO30 2AF

15 September 2026

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1 INTRODUCTION

INTRODUCTION

- 1.1 This planning statement has been prepared by Wessex Planning Ltd on behalf of Kinetic Games Limited in support of a planning application relating to Imperial House, Grange Drive, Hedge End, Southampton, SO30 2AF.
- 1.2 The application seeks modest external alterations focused on the principal entrance elevation of the existing commercial building. The works comprise:
 - painting the existing stone-clad entrance feature on the front/east elevation in black;
 - replacement of the existing revolving entrance door with a pair of glazed, automated hinged doors in a black powder-coated aluminium frame; and
 - installation of new illuminated “KINETIC GAMES” individual-letter signage centrally above the principal entrance.
- 1.3 The proposals are intended to provide a clearer and more contemporary entrance identity for the occupier, while retaining the established scale, form and overall architectural composition of Imperial House. There is no proposed extension to the building, no change to the use of the premises and no alteration to the established vehicular access or parking arrangements.
- 1.4 This statement describes the site and proposals, identifies the relevant planning policy framework and assesses the development against the principal material planning considerations.
- 1.5 The submission includes the following:
 - Application Form and Fee
 - Location Plan
 - Block Plan
 - Existing and Proposed Elevations
 - Proposed Door Details
 - Proposed Sign Details

2 SITE CONTEXT AND HISTORY

SITE CONTEXT AND HISTORY

Site and surroundings

- 2.1 Imperial House is located on Grange Drive within the Botleigh Grange commercial area at Hedge End. The submitted location and site plans identify the application site on the north side of Grange Drive, within an established group of sizeable commercial and institutional buildings set within landscaped grounds.



- 2.2 The building is a substantial two-storey commercial building of broadly rectangular form beneath a hipped roof. Its elevations are characterised by red brickwork, extensive glazed window bays, areas of render and a more prominent central entrance feature on the east elevation. The principal entrance currently incorporates beige coloured cladding and a revolving glazed door, creating a distinct vertical emphasis within the otherwise strongly horizontal facade.

Existing appearance

- 2.3 The existing east elevation is symmetrical in overall composition, with the principal entrance positioned centrally. The entrance feature is framed by beige-coloured cladding and glazing and is visually read as the focal point of the building. The remaining elevations are principally red brick with regular window bays and areas of render, together with limited service features.
- 2.4 The application proposals are confined to this established entrance feature. The wider building envelope, roof form, fenestration pattern and brick elevations remain unchanged.



Planning history

- 2.5 There is only one historic planning application since 2004 relating to this site available to view on the LPA's planning website, which is currently being considered;
- PN/26/102035 | Application for Prior Approval for installation of solar panel array to roof | **CURRENT**

3 PROPOSAL

Painting of entrance facade

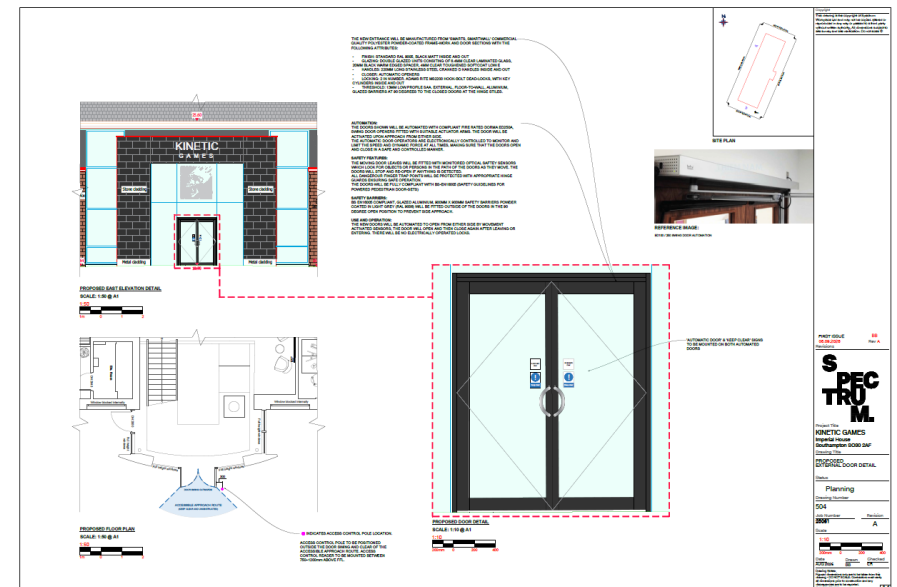
- 3.1 The existing cladding forming the principal entrance feature on the east elevation would be painted using Dulux Trade Satin Weathershield paint in black. The treatment is limited to the front elevation entrance feature shown on the submitted drawings and would not extend across the wider brick elevations.
- 3.2 The darker finish is intended to provide a coherent backdrop to the entrance and new occupier signage, while retaining the existing architectural form and proportions of the facade.



Replacement entrance doors

- 3.3 The existing revolving entrance door would be replaced with a pair of glazed automated hinged doors. The proposed entrance would use commercial-quality polyester powder-coated aluminium framing, finished RAL 9005 black matt internally and externally, with clear double glazing and stainless-steel handles.

- 3.4 The doors would be automated to open on approach from either side. The submitted details specify monitored optical safety sensors, hinge protection and operation in accordance with BS EN 16005. Glazed safety barriers are proposed outside the doors to manage side approach to the outward door swing, and the access-control reader would be positioned outside the swing and clear of the accessible approach route.
- 3.5 The alteration modernises the principal entrance while remaining within the existing entrance opening and architectural bay. It does not materially change the scale or massing of the building.

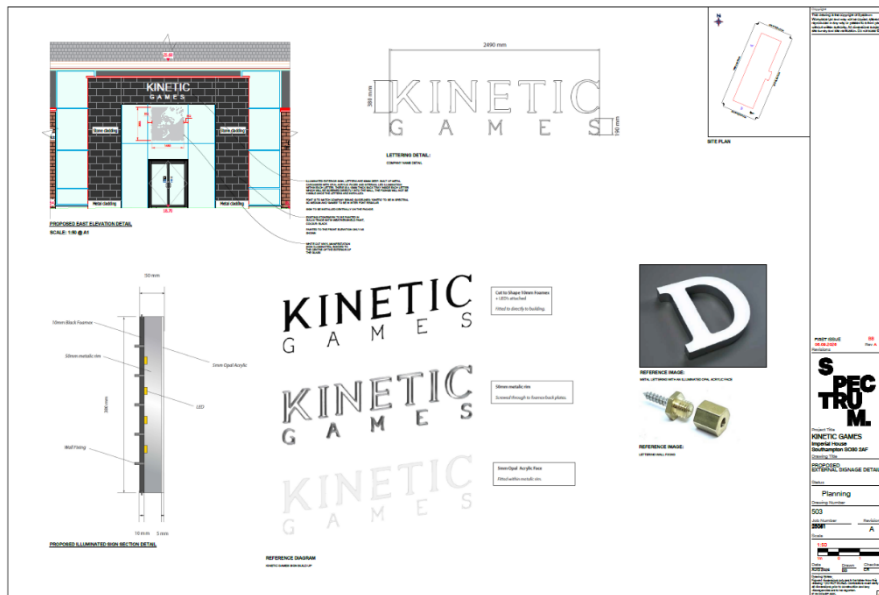


External signage

- 3.6 New individual-letter “KINETIC GAMES” signage is proposed centrally above the entrance. The sign comprises built-up metal letter carcasses with opal acrylic faces and internal LED illumination. The letters are 80 mm deep and are fixed back to the wall using concealed

fixings. The overall lettering is approximately 2.49 metres wide, with the company name arranged over two lines.

- 3.7 A white cut vinyl manifestation (non-illuminated) will be bonded to the centre of the exterior of the glass, above the entrance door.
- 3.8 The signage has been designed as an integral component of the refreshed entrance composition. Its central position aligns with the established entrance axis and avoids additional freestanding signs or visual clutter elsewhere on the site.



4 POLICY CONTEXT

POLICY CONTEXT

- 4.1 Section 38(6) of the Planning and Compulsory Purchase Act 2004 requires planning applications to be determined in accordance with the development plan unless material considerations indicate otherwise.
- 4.2 The statutory development plan includes the Eastleigh Borough Local Plan 2016-2036, adopted on 25 April 2022.



- 4.3 For this modest external alteration proposal, the principal relevant policy is Policy DM1 (General criteria for new development), which seeks development that does not have an unacceptable impact on, and where possible enhances, the character and appearance of urban areas and secures appropriate design and access arrangements.
- 4.4 Other Local Plan policies are of limited relevance given the small scale of the works, the absence of any change of use or additional

floorspace, and the fact that the proposal does not alter the established access, parking, drainage or landscape arrangements.

- 4.5 The National Planning Policy Framework was replaced by a new Framework published on 17 August 2026. It is an important material consideration in the determination of planning applications. The 2026 Framework places continued emphasis on high-quality design and on development responding positively to its context.
- 4.6 In respect of advertisement control, the planning system separately considers advertisements in the interests of amenity and public safety. Those same considerations are relevant to the visual and safety assessment of the proposed entrance signage as part of the overall scheme.

5 PLANNING ASSESSMENT

Principle of development

- 5.1 The proposal relates solely to alterations to the external appearance, signage and entrance arrangement of an existing commercial building. The established use, footprint, floorspace, access and parking provision remain unchanged. The principle of sensitively updating the entrance of an existing commercial premises is therefore acceptable, subject principally to consideration of design, visual amenity and public safety.

Design and visual impact

- 5.2 The works are deliberately concentrated on the existing central entrance feature, which is already architecturally distinct from the remainder of the east elevation. Painting the existing entrance feature black does not alter its dimensions or detailing; rather, it gives the entrance a more unified contemporary appearance and provides a clear visual focus for the occupier identity.
- 5.3 The proposed finish is repeated in the new door framing, creating a coordinated palette. Importantly, the extensive red brick elevations, regular window bays, roof form and overall proportions of Imperial House remain unaffected. The proposal therefore represents a limited change to the appearance of the building rather than a wholesale facade alteration.
- 5.4 The replacement of the revolving door with glazed hinged doors is also sympathetic to the existing building. The new doors occupy the established entrance opening, use high-quality commercial aluminium framing and retain a predominantly glazed appearance. Their design is simple and recessive, allowing the wider entrance feature to remain the dominant architectural element.
- 5.5 Taken together, the facade treatment and door replacement provide a coherent refurbishment of the entrance without introducing inappropriate scale, massing or architectural complexity. The

proposal is therefore consistent with the design and character objectives of Local Plan Policy DM1 and national policy supporting high-quality, context-responsive design.

- 5.6 Dark/black detailing is already part of the visual vocabulary of the estate — particularly glazing, window frames, entrance structures and signage — so the proposed treatment to the limited entrance feature at Imperial House is not alien to the park.

Signage, amenity and public safety

- 5.7 The proposed “KINETIC GAMES” sign is modest in scale relative to the substantial east elevation and is positioned centrally above the principal entrance, where occupier identification would reasonably be expected. Individual lettering, concealed fixings and a shallow 80 mm depth give the sign a clean appearance and avoid the bulk of a projecting sign box or large fascia panel.
- 5.8 The sign would be internally illuminated through opal acrylic faces. Because the illumination is contained within individual letters and the sign is mounted against the entrance facade, the lighting would be visually focused and associated directly with the commercial premises. The proposal would not result in a proliferation of signage or introduce a freestanding advertisement into the landscaped setting.
- 5.9 The sign is fixed to the building and does not project into pedestrian or vehicular circulation routes. Its position above the entrance would not obscure visibility splays, traffic signs or access arrangements. There is therefore no identified public-safety conflict arising from its siting or form.

Access and inclusive design

- 5.10 The proposed door arrangement improves the functionality of the principal entrance. Automated swing-door operators would activate on approach, with the system designed to control opening speed and

force and to stop and reopen where an obstruction is detected. The submitted detail also provides hinge guards and safety barriers to manage the outward swing of the doors.

- 5.11 The access-control reader is shown outside the door swing and clear of the accessible approach route, with the reader mounted between 750 mm and 1,200 mm above finished floor level. These measures demonstrate that the revised entrance has been designed with safe and inclusive access in mind.

Other matters

- 5.12 The works do not create additional floorspace, increase occupation capacity or alter the use of the site. There would consequently be no material change to traffic generation, parking demand, servicing, drainage, flood risk or ecological effects. No alterations are proposed to the established vehicular access from Grange Drive.
- 5.13 The works are confined to the existing building envelope and entrance apron. On this basis, no adverse effects on neighbouring amenity or the wider landscaped setting are anticipated.

6 CONCLUSION

CONCLUSION

- 6.1 This application seeks a focused and proportionate refurbishment of the principal entrance to Imperial House. The proposal retains the existing building form and commercial use while improving the clarity, functionality and contemporary appearance of the entrance.
- 6.2 The painting of the existing entrance feature, replacement glazed automated doors and centrally positioned individual-letter signage have been designed as a coordinated composition. The works are limited in extent, use a restrained material palette and do not alter the wider brick elevations, roof form, access or parking arrangements.
- 6.3 Dark/black detailing is already part of the visual vocabulary of the estate — particularly glazing, window frames, entrance structures and signage — so such external treatment to the limited entrance feature at Imperial House would not be alien to the wider business park.
- 6.4 The proposal would preserve the character and appearance of the existing commercial building and its surroundings, while providing a safe and accessible entrance and appropriately scaled occupier signage. It accords with the relevant design objectives of the Eastleigh Borough Local Plan 2016-2036 and the National Planning Policy Framework 2026.
- 6.5 Accordingly, there are no identified material planning considerations that would justify withholding planning permission, and therefore it is respectfully requested that this application is approved.