

West End Brewery Inn, 59 High Street, West End, Southampton, SO30 3DQ

Design & Access Statement

On behalf of: Greene King

Produced by: Design Management Partnership Ltd.



Rev A
Dated 10.02.26

(d.m.p.)

Design & Access Statement				
PROJECT	West End Brewery Inn, Southampton			designmanagementpartnership No.2 Centre Court, Pontypridd, CF37 5YR +44(0)29 20644829 mail@designmanagementpartnership.com www.designmanagementpartnership.com (d.m.p.)
CLIENT	Greene King			
DATE	20.01.26	REV	A	
JOB No	25.078	DRAWN	RD	

(d.m.p.)

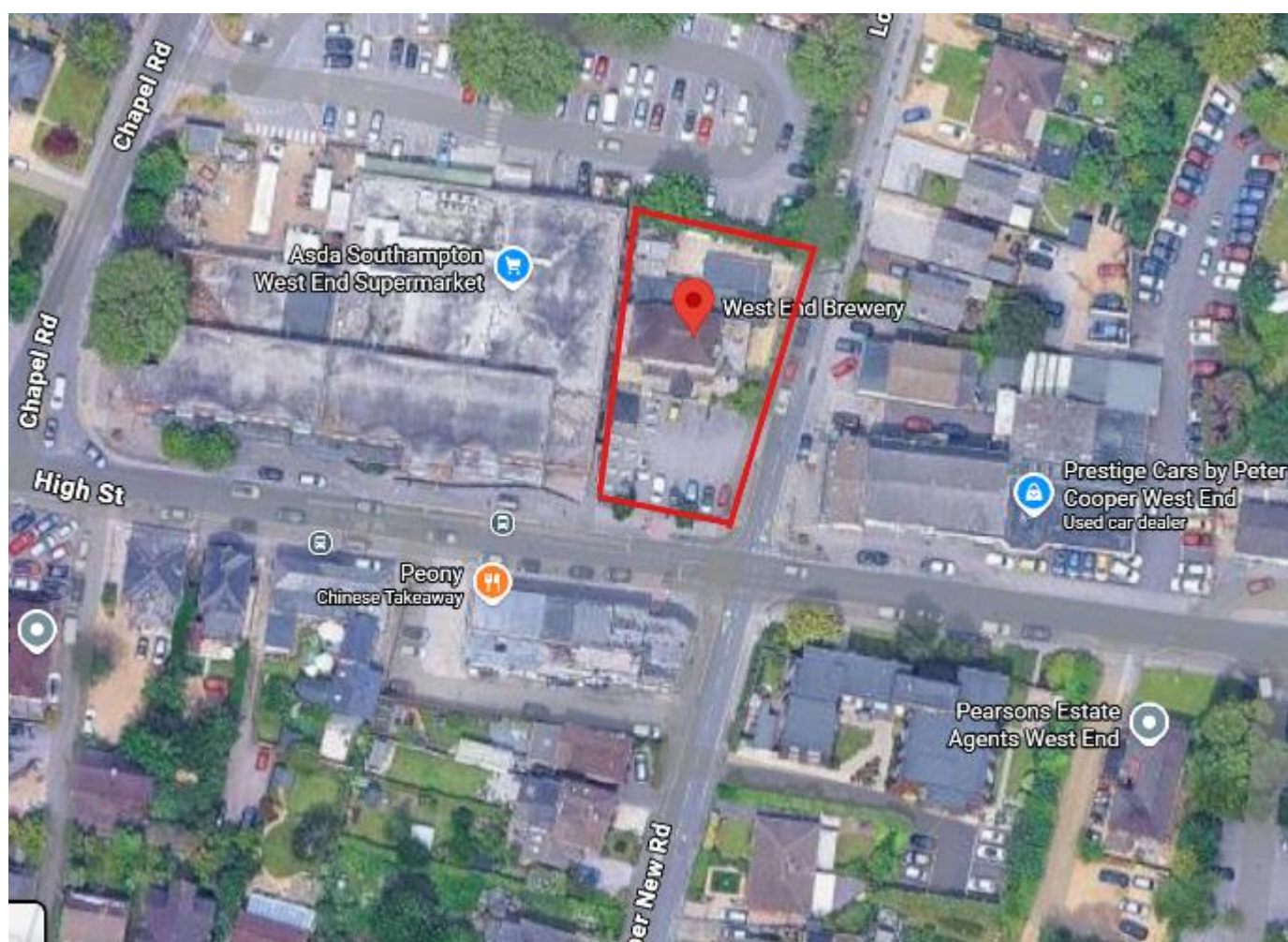
Introduction

This Design & Access Statement relates to the retrospective application for the retention of an external TV fixed to the public house external wall at the West End Brewery for Greene King

Address: West End Brewery Inn, 59 High Street, West End, Southampton, SO30 3DQ

Location

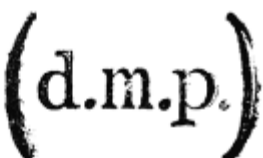
The West End Brewery Inn is situated on the junction between High Street and Lower New Road, surrounded by a large supermarket and smaller retail units, which are within a larger residential area.



Source: GoogleEarth.co.uk

The site is not listed nor is it in a conservation area.

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Design Statement

The proposal seeks retrospective consent for the retention of a TV within a housing fixed to the external wall.

The TV is located on the Southern facing elevation of the building. The position of the TV is set back away from the roadside and set down within the terrace. The immediate neighbouring property is the ASDA superstore so the area itself is not overlooked and is also well set back within the car park.

The TV does not have any additional speakers.

TV specification: LG 86 inch TV. Model number LG UR 781C

Luminance levels: 270 cd/m2

The TV has been installed to provide an additional offer to guests in order to extend the sport viewing offer available. Outdoor provisions for guests are highly desirable for the hospitality industry post 2020.

Providing external facilities helps sustain and increase revenue and the future viability of the business. As is widely publicised, there is a real need to safeguard public house businesses and sustain their key position within the community.

The TV has not been installed with any additional speakers in order to minimise the disturbance to local neighbours.

The position in which the TV is fixed is set as far from the highway as possible with the car park being slightly elevated above the ground level of the public house. There is a covered shelter in the car park and a fence to the boundary wall which obscures the view of the TV from the highway.

The National Planning Policy Framework (NPPF) sets out to safeguard pubs from loss and support their provision. They are seen as vital community facilities. The NPPF also supports sustainable economic growth within these businesses.

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Photographs



Photo from Lower New Road
 Taken from Google Maps

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Photograph showing position of installed TV on the building, which is set back from the foreground elevation to the South facing side of the building.



Photograph showing position of installed TV on the building, which is set back from the foreground elevation to the South facing side of the building.

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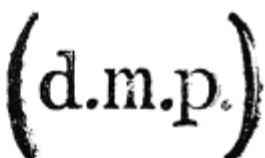


Photograph showing position of installed TV on the building, which is set back from the foreground elevation to the South facing side of the building.



Photograph showing position of installed TV on the building, which is set back from the foreground elevation to the South facing side of the building. The fence and surrounding walls obstruct the view from the roadside.

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Use

The proposed development will not change the use of the building.

Layout

No alterations to the existing building interior.

Amount (Density, Scale & Massing)

The scale and massing of the building will remain the same.

Appearance

The overall appearance of the building is to remain the same.

Access

There is no alteration to the access.

Summary

Given that the TV is set back away from the roadside and any residential neighbouring properties, it is not felt that there will be an adverse effect on residents nor will it contribute to anti-social behaviour but will instead enhance the offer provided by the public house.

A fence has previously been installed to the boundary wall adjacent to the highway in order to provide a screening to any activity on the car park and terrace area. This prevents any visual distraction from the highway.