

DELEGATED ADVERT REPORT

Application Ref: A/22/93752

Site Address: ALSTON HOUSE, 18-24 LEIGH ROAD, EASTLEIGH, SO50 9DG

Case Officer: Clare Martin

Description: Consent to display 6no. free-standing signs; 1no. fascia signs; 3no. wall mounted signs and 5no. road-side wall mounted signs, all non-illuminated, for the new care home development permitted under planning permission F/19/85332.

Additional Note: The applicant has decided not to include the signs showing lifestyle pictures that have been put up along the front boundary wall. These will also require advertisement consent.

Particular Site Constraints?	Yes ☒	No ☐
• Within Urban Edge • Locally Listed Building (Leigh Road Police Station)		

Planning History?	Yes ☒	No ☐
• A/04980/011 – Display of non illuminated sign on end wall of Police Station – Refused (July 1996) • A/04980/12 – Display of non illuminated sign on corner of Leigh Road and Toynbee Road – Refused (October 1996) • F/19/85332 - Redevelopment of the Former Eastleigh Police Station site comprising demolition of two semi-detached former police houses to rear of the site and detached former police house to the centre of the site, demolition of outbuildings and partial demolition of Former Police Station building (removal of rear extensions) to provide an 80 bedroom care home (Use Class C2) and 4 close care apartments (Use Class C2) and a new block of 9 residential apartments (Use Class C3) – Permitted (August 2019)		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
Representations: (summarised)	<u>Two letters of objections</u> • Why are so many signs needed? the proposed signage is disproportionate to existing surroundings, out of keeping with the architectural heritage of the retained former police station building. • Over the top advertising, repeated in places, out of character, visible from main highway, potential distraction to road users. • Signage will be in place for eighteen years. • If permitted, will set a precedence for other people to swamp the external business premises with obtrusive signage. • Has the large signs already in place on the perimeter wall received permission? <u>Specific Signs</u> • S.5 - is out of character with the existing building and unnecessary • S.7 - is also unnecessary and does of blend with the continuity of the existing building. Why can't this type of advertisement be		

	placed at ground level with graphics in a traditional style that blend with the existing materials of the former police station? • S.9 - The multiple repeats of this sign are obtrusive, sighted on the brick wall adjacent to a main thoroughfare, Romsey Road. They are not in keeping with existing landscapes/street scenes or traditional building styles. Totally unnecessary. • You would expect to see the main 'blue background' signage as temporary advertising signs for properties for sale or being let. • S.4 Also looks like a temporary hoarding and obtrusive.
Town Council:	No Response Given
Tree Officer:	No arboricultural objection to the proposal given the location of the free standing signs.

Site Visit:	Yes ☒	No ☐
Details: 19/10/22		

Legislation: Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:- <i>"If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise."</i> Regulation 3 (1)(2)(3) (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 states:- <i>"A local planning authority shall exercise their powers under these Regulations only in the interests of amenity and public safety, taking account of any material factors, and in particular:</i> <i>(a) In the case of amenity, the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest, disregarding, if they think fit, any advertisement being displayed there;</i> <i>(b) In the case of public safety:</i> <i>(i) The safety of any person who may use any road, railway, waterway, dock, harbour or aerodrome;</i> <i>(ii) Whether any display of advertisements is likely to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air.</i>

Policy: National Planning Policy Framework Planning Practice Guidance Development Plan: The <u>Eastleigh Borough Local Plan 2016-2036</u> The most relevant policies are Strategic policies S1; and Development Management policies DM1 & DM12

Assessment: Visual Amenity:

The proposal is for a mixture of fifteen blue and white signs to advertise the care home permitted under F/19/85332. While the colour and the style of proposed signage is considered acceptable, the number of signs is excessive for the care home site.

The proposal will result in a proliferation of signage along Romsey Road/ Leigh Road, with five repeating marketing signs all along the front boundary wall (1x S6 & 4x S9), plus an additional two free standing branding signs visible over the front wall (S4). The amount of signage along Toynbee Road is also considered excessive with repeating messaging on both the building and free standing signs nearby (signs 2x S1, 1x S2, 1x S5, 2 x S8).

In terms of the character of the locality, Leigh Road/ Romsey Road marks the western approach into Eastleigh Town Centre and there is a mixture of signage present for various commercial premises. While the proposal is for one of the largest sites, nevertheless the volume of signage for the care home is excessive compared to other commercial premises and will introduce unnecessary visual clutter to the detriment of the visual amenity of the locality.

In comparison Toynbee Road marks the transition from a more commercial area to residential area and therefore less signage is present. The volume of the proposed signage needs to be reduced along Toynbee Road in order to general characteristics of the locality.

Heritage Asset

The care home has converted the old Eastleigh police station, which is a locally listed building. As a heritage asset signage needs to be carefully considered and handled sensitively. The proposal fails to achieve this and the sheer volume of signage proposed is considered to detract from the appearance of the heritage asset and wider street scene.

Public Safety

The proposed signage is non illuminated and is not considered to pose an adverse risk to highway or public safety.

Equalities Act:

Section 149 of the Equalities Act 2010 created the public sector equality duty.

Section 149 (1) states:

A public authority must, in the exercise of its functions, have due regard to the need to:

- (a) eliminate discrimination, harassment, victimisation and any other conduct that is prohibited by or under this Act;
- (b) advance equality of opportunity between persons who share a relevant protected characteristic and persons who do not share it;
- (c) foster good relations between persons who share a relevant protected characteristic and persons who do not share it.

When making policy decisions, the Council must take account of the equality duty and in particular any potential impact on protected groups.

It is considered that this application does not raise any equality implications.

Climate Change:

In July 2019, the Council declared a Climate Change and Environmental Emergency. In doing so it agreed, among other things, to: (a) put in place measures to ensure the Council's own operations and functions achieve carbon neutrality by 2025; (b) work with partners to aim for all projects and services delivered in the Borough to achieve carbon

neutrality by 2030; (c) ensure that the Council's procurement policy recognises carbon neutrality as one of its primary considerations; and (d) recognise the urgency of action to mitigate and adapt to climate change in every decision taken by the Council. This is underpinned by the Climate and Environment Emergency Strategy 2020–2030 and the supporting Climate and Environmental Emergency Action Plan – Update June 2020.

The declaration of the Climate Change and Environmental Emergency demonstrates a strong commitment from the Council to achieve net zero. The NPPF, development plan and emerging plan policy do not set this as a specific target, but it is a material consideration to be considered alongside all other material considerations. In any case addressing climate change is a core part of the NPPF and emerging plan policy. The need to support the economy is part of the Strategic Environmental Assessment for the Emerging Local Plan, as is an assessment of climate impacts.

The NPPF aims for the need for housing to be met, and policy S2 of the Emerging Local Plan sets a target for 14,580 dwellings to be provided by 2036. The NPPF, Saved Policies 34.ES and 37.ES of the Local Plan, Policies S1, DM2 and DM3 of the Emerging Local Plan and energy and water elements of the adopted Environmentally Sustainable Development SPD require development to be sustainable in terms of resource use, climate change and energy use. When considering the impact of climate change, the proposed development is expected to be resilient to the potential effects of climate change and is expected to reduce/limit impacts on climate emissions as a result of the development or its use.

Conclusion:

Recommendation:

CONSENT ☐

REFUSE ☒

Comments ...