

BY EMAIL

MR ANTONY ENTWISTLE
FED3 PROJECTS LIMITED
FIRST FLOOR
SHIRE HOUSE PYRAMID CLOSE
NORTHAMPTON
NN3 8PH

Application	A/22/93752
Please ask for	Clare Martin
Direct dial	023 8068 8256
Working hours	Mon to Fri 8:30am to 5pm
Email	clare.martin@eastleigh.gov.uk

Thursday 17 November 2022

Town and Country Planning (Control of Advertisement) Regulations 2007

Application No. A/22/93752

In pursuance of their powers under the above Act and in accordance with your application received on Thursday 22 September 2022 the Council, as Local Planning Authority hereby **Refuse Advert Consent For** the following :

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

For the following reasons:

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The cumulative impact of the proposed signs would result in excessive visual clutter to the detriment of character and appearance of the locally listed building, application site and the wider locality. As such the proposal is contrary to Policy DM1 of the Eastleigh Borough Local Plan 2016-2036) & provisions within the National Planning Policy Framework.

Note to Applicant: The decision notice does not cover the signs showing lifestyle pictures along the front boundary wall. These signs should be removed or separate advertisement consent applied for.

Yours faithfully

A handwritten signature in black ink that reads "Andy Grandfield". The signature is written in a cursive, flowing style.

Andy Grandfield
Executive Head for Planning and Economy

N.B. See Attached Notes