

DELEGATED ADVERT REPORT

Application Ref: A/22/94387

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

Case Officer: Clare Martin

Description: Display of 4no. fascia signs, 3no. free standing signs and 1no. wall mounted sign, 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) • A/22/93752 - 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 – Refused (October 2022).		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
Representations: (summarised)	2 letters of objection on the following grounds: • Please refer to previous refusal and comments under A/22/93752. • Current application is misleading in how adverts are described and proposes 8 separate advertising signs across the site, above street level on highest aspect of building and on historic building, 2 of which are proposed on a locally listed building and were refused in the previous application. • Existing advertising signage on Romsey Road boundary wall should be removed & question whether ever had consent. Object to further signage until this is removed		

	- Proposed application omits existing road layout, signage and traffic lights. - Toynbee Road is particularly busy at school times, together with residents in Alston House making the location congested and hazardous. - Current signage is unnecessary due to technology allowing people to find a location very easily, and obtrusive in the streetscene. - Fascia of historic police building has multiple exterior lights illuminating building, drawing road users' eyes away from the highway. S5 & S7 if permitted could be illuminated by recent exterior lighting.
Town Council:	No response
Tree Officer: (response to previous application)	No arboricultural objection to the proposal given the location of the free standing signs.

Site Visit:	Yes ☒	No ☐
Details: 4/1/23		

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 number of signs has been significantly reduced since the previous refused application and now consists of 3no. free standing signs (one at each corner of the site), 4no. fascia signs (two on the old police station building and two on the new building) and 1no. wall mounted sign in the rear car parking area. The amount of signage is considered appropriate for the care home use and in proportion to the size of the large site.

Overall, the type, size, design and colours used on the proposed signage is acceptable and mostly consists of white lettering on a dark blue background. The fascia signage has been simplified with dark blue lettering mounted directly onto the main building, providing consistency across the site and respecting the character of the old police station, which is a locality listed building.

In terms of the character of the locality, Leigh Road/ Romsey Road marks the western approach into Eastleigh Town Centre and the proposal is considered to fit in with the mixture of signage present on the various commercial premises. While Toynbee Road marks the transition from a more commercial area to residential area, the reduced signage proposed under this application is considered appropriate.

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 Environment 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 and development plan 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, 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 ...