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Dear Sir / Madam

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

This statement has been prepared by DLBP Ltd, on behalf of Hamberley Development Management (FV) Limited, to support a retrospective advertisement consent application to Eastleigh Borough Council ("the Council") for the "*Display of 25 non-illuminated fascia signs to the perimeter wall surrounding Alston House Care Home*" ("the proposal") at Alston House, 18-24 Leigh Road, Eastleigh SO50 9DG ("the site").

In addition to this supporting statement, the application comprises:

- application form;
- Existing Site Location Plan (reference I 186 PL1), prepared by RDT Architects;
- Proposed Site Plan Signage (reference I 186 PL1), prepared by RDT Architects; and
- Visual Presentation, prepared by ASAP UK.

[The Site](#)

The site formerly comprised Eastleigh Police Station. Planning permission (ref F/19/85332) was granted 5 August 2020 for the redevelopment of the site to provide an 80 bedroom care home, four close care apartments, and nine residential apartments. The care home and close care apartments were completed January 2023 and first occupied February 2023.

Alston House Care Home offers residential, dementia and nursing care, as well as short breaks, all from within a luxury environment. The care home and close care apartments have gradually been occupied since February 2023, with full occupancy expected January 2026.

The site is located within the Urban Edge, within which there is presumption in favour of new development. The main former Eastleigh Police Station is a Locally Listed Building.

The Proposal

The application seeks retrospective advertisement consent for the permanent display of 25 non-illuminated fascia signs to the perimeter wall surrounding Alston House Care Home. The fascia signs have been in situ since at least August 2021.

19 of the signs (Set 1.22 x 1.22 metres) display photographs of the care home including communal dining and café spaces, and bedrooms.

5 of the signs (Set 1.22 x 1.22 metres) and one larger sign (Set 2.44 x 1.22 metres) display informative text relating to the care home opening dates and recruitment opportunities, accompanied by key contact information. These signs have white and gold lettering on a blue background, with gold detailing.

All of the signs are 3mm deep dibond panels with self-adhesive laminated vinyl print applied to the face and fitted directly to the wall.

The signs serve to promote the care home to prospective residents and their families, to assist in achieving full and continued occupation of the site, thereby maximising the benefits of the home.

The signs also serve to promote the care home to prospective employees, which is important to ensure the site remains fully staffed and so able to provide the highest quality of care to its vulnerable residents, many of whom are elderly and have dementia.

Planning History

The relevant planning history for the site comprises:

- Full planning permission (ref F/19/85332) for the “*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)*”, granted 5 August 2019;
- Advertisement consent (ref A/22/93752) for the “*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 17 November 2022; and
- Advertisement consent (ref A/22/94387) for the “*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*”, granted 6 February 2023.

Policy Context

The statutory development plan for Eastleigh Borough Council comprises the Eastleigh Borough Local Plan 2016 - 2036. The National Planning Policy Framework (2021) (“the Framework”) is a material consideration of significant weight.

Assessment

The Council does not have any specific policies related to the display of advertisements. Paragraph 136 of the Framework, however, states that the quality and character of places can suffer when advertisements are poorly sited and designed. It goes on to state that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts.

The main considerations for the proposal are:

- visual amenity, particularly the impact on heritage assets; and
- the impact on public safety.

Visual Amenity

Paragraph 136 of the Framework seeks to protect the quality and character of places from advertisements that are poorly sited and designed. This objective is supported by Policies DMI and DMI2 of the Council's Local Plan.

Policy DMI relates to new development, and states proposals should not have an unacceptable impact on, and where possible should enhance, the residential amenity of new and existing residents, and the character and appearance of an urban area. Policy DMI goes on to state proposals should take full and proper account of the context of sites including the character, appearance and land uses of the locality or neighbourhood, and be compatible with adjoining uses and be well integrated with these in terms of mass, scale, materials, layout, density, design and siting, both in itself and in relation to adjoining buildings, spaces and views.

Policy DMI2 relates to heritage assets and states that development within the setting of a heritage asset will be permitted provided it does not harm or detract from the significance or special interest of the asset, and sustains and enhances its special character and qualities.

Every effort has been made to ensure the fascia signs are appropriate with respect to the character and appearance of the care home and surrounding area. All of the signs are uniform in height, well-proportioned in relation to the wall on which they are fixed, and displayed at equidistant points around the south-east of the site to give proposal balance. In addition, all signs are non-illuminated to minimise any impact on residential amenity, and consistent in design (particularly font and colour) with other advertisements on site.

Great care has also been taken to ensure the signs will not detract from the locally listed former Eastleigh Police Station. The location of the signs in particular ensures they do not dominate the main, primary frontage of the former police station.

The signs serve to promote the care home to prospective residents and their families, to assist in achieving full and continued occupation of the site, thereby maximising the benefits of the home. The signs also serve to promote the care home to prospective employees, which is important in ensuring the site remains fully staffed and so able to provide the highest quality of care to its vulnerable residents, many of whom are elderly and have dementia.

In assessing application reference A/22/94387, the Council found the amount of signage appropriate for the care home use and in proportion to the size of the large site, and the type, size, design and colours used on the proposed signage to be acceptable. The Council also found the proposal to fit in with the mixture of signage present on the various commercial premises found in the locality. The proposed fascia signs are consistent in type, size, design and colours of those approved by application reference A/22/94387, such it should be considered acceptable in regard to visual amenity too.

Public Safety

Paragraph 136 of the Framework also seeks to ensure that the siting and design of advertisements will not harm public safety.

In assessing application reference A/22/94387, the Council found that proposal would not pose an adverse risk to highway or public safety due to it being non-illuminated.

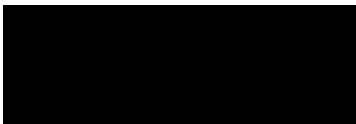
The proposed fascia signs are also non-illuminated so will not pose an adverse risk to highway or public safety, such that the Council should find it acceptable in that regard.

Conclusion

The proposed fascia signs will not detract from the character or amenity of the site and surrounding area, and will cause no harm to the locally listed building. The fascia signs are also be non-illuminated so will not adversely impact upon the safety of the public. The proposal therefore complies fully with Policies DM1 and DM12 of the Council's Local Plan and the objectives of the Framework, such that advertisement consent should be granted.

If the Council has any questions regarding this application please do not hesitate to contact me on 07917953621, by email to rebekahgibson@dlbp.uk or by post at the address above.

Yours faithfully



REBEKAH GIBSON BSC(Hons) MA

On behalf of DLBP Ltd

DLBP Ltd is registered in England and Wales at 7a Pindock Mews, Little Venice, London, W9 2PY, number 7229435. VAT registration number 394 9000 800.