

DELEGATED ADVERT REPORT

Application Ref: A/23/95657

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

Case Officer: Clare Martin

Description: Display of 25no. non illuminated wall mounted signs alongside Leigh Road and Romsey Road

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

Planning History?	Yes ☐	No ☐
• A/22/94387 - 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. • 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). • 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/04980/12 – Display of non illuminated sign on corner of Leigh Road and Toynbee Road – Refused (October 1996)		

Publicity:	Letters ☒	Site Notice ☒	Newspaper ☐
Representations:	<u>6 letters of objection</u> • Unnecessary • Excessive number of signs and set a precedent for signage in the locality • Visually intrusive and out of keeping with the locality • Distraction at busy junction		
Parish Council:	No response received		

Site Visit:	Yes ☒	No ☐
Details: Site visit carried out 7/9/23		

Legislation:
Section 38(6) of the Planning and Compulsory Purchase Act 2004 states:-

"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."

Regulation 3 (1)(2)(3) (as amended) of the Town and Country Planning (Control of Advertisement) Regulations 2007 states:-

(1) A local planning authority shall exercise its powers under these Regulations in the interests of amenity and public safety, taking into account—

- (a) the provisions of the development plan, so far as they are material; and*
- (b) any other relevant factors.*

(2) Without prejudice to the generality of paragraph (1)(b)—

(a) factors relevant to amenity include the general characteristics of the locality, including the presence of any feature of historic, architectural, cultural or similar interest;

(b) factors relevant to public safety include—

- (i) the safety of persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);*
- (ii) whether the display of the advertisement in question is likely to obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air;*
- (iii) whether the display of the advertisement in question is likely to hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.*

(3) In taking account of factors relevant to amenity, the local planning authority may, if it thinks fit, disregard any advertisement that is being displayed.

(4) Unless it appears to the local planning authority to be required in the interests of amenity or public safety, an express consent for the display of advertisements shall not contain any limitation or restriction relating to the subject matter, content or design of what is to be displayed.

Policy:

National Planning Policy Framework Planning Practice Guidance

Development Plan:

The Eastleigh Borough Local Plan 2016-2036 The most relevant policies are Strategic policies S1; and Development Management policies DM1 & DM12

Assessment:

Visual Amenity

The site already has advert consent for 4no. fascia signs, 3no. free standing signs and 1.no wall mounted sign, which was carefully negotiated to allow sufficient advertising of the care home while respecting the character and appearance of the site and wider locality. On top of the already consented signage, the current application is to display 25 non illuminated information signs and lifestyle photos mounted along the front boundary wall with Romsey Road. It is considered that the additional signage creates excessive and unnecessary visual clutter that detracts from the appearance of the wall.

The wall is located in a prominent position within the local area being sited next to a busy road junction on a major approach road into Eastleigh town centre. While there is a

handful of small signs present for other commercial premises within the vicinity, there is nothing of the scale proposed. As such the proposal is considered to have a significant detrimental impact upon character of the locality.

Heritage Asset

The care home has been converted from the old Eastleigh police station building, which is a locally listed. The long front wall forms a key part of the building's setting and it is considered that the large number of signs will detract from the appearance of the heritage asset.

Public Safety

While the proposal is for 25 signs, the signage is all not 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 ...