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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 an application for advertisement consent submitted to Eastleigh Borough Council ("the Council") for the "Display of 3 illuminated and 9 non-illuminated signs" ("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, prepared by RDT Architects;
- Proposed Site Plan with Signage Locations, prepared by DLBP; and
- Visual Presentation, prepared by ASAP UK.

[The Site](#)

The site formerly comprised Eastleigh Police Station. Planning permission (reference F/19/85332) was granted by the Council on 5 August 2020 to redevelop 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 in January 2023. Alston House Care Home offers residential, dementia and nursing care, as well as short breaks, all from within a luxury environment.

[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 application (ref A/22/93752) for “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”, refused 17 November 2022;*
- *advertisement consent application (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; and*
- *advertisement consent application (A/23/95657) for the “Display of 25no. non illuminated wall mounted signs alongside Leigh Road and Romsey Road”, refused 11 September 2023.*

Background

Alston House Care Home welcomed its first residents in February 2023 and hopes to offer care to a fully occupied care home by January 2026. However, after one year of part occupation, the number of new residents moving to the care home has slowed significantly. As a result, Hamberley is putting measures in place to ensure that Alston House fulfils its potential to provide the care requirements of the community, one of these being to improve its visibility and promote the care home to future residents.

Advertisement consent (reference A/22/94387) was secured previously for eight signs at the care home, comprising four fascia signs, three free standing signs and one wall mounted sign. For the reasons outlined in Appendix 1 (below), only two fascia signs, two free standing signs and one wall mounted sign have been installed. These signs have proved ineffective, however, to promote the care home and close care apartments, so replacement and additional signage is now being proposed.

The Care Home Manager has also noted that visitors – including the families and friends of residents, and deliveries – often incorrectly enter the site via a gate to the south on Leigh Road / Romsey Road, rather than the correct entrance on Toynbee Road. Additional directional signage would avoid this from occurring so is also now being proposed.

The Proposal

The application seeks advertisement consent for the permanent display of:

- six fence mounted signs, comprising two at the vehicular entrance, two at the pedestrian entrance, one at the care home boundary, and one at a former vehicular entrance;
- three freestanding signs along care home boundary, appropriately angled to face approaching motorists; and
- three illuminated fascia signs, all affixed to the external wall at upper floor levels.

A summary of the proposed signage is set out in Table 1, below:

Table 1: Details of proposed signage

Sign Type	Plan Reference	Quantity	Dimensions (mm)
Fence Mounted	S1	1	1800 x 900 x 3
Fence Mounted	S2	2	1450 x 700 x 3
Illuminated Facia	S3	1	2500 x 1000 x 80
Illuminated Facia	S4	1	2500 x 750 x 80
Fence Mounted	S5	1	900 x 400 x 3
Free Standing	S6	1	1800 x 1300 x 3
Free Standing	S7	2	1800 x 1300 x 3
Fence Mounted	S8	1	2440 x 1220 x 3
Illuminated Facia	S9	1	3000 x 1200 x 80
Fence Mounted	S10	1	1800 x 900 x 3

All signs will have a dark blue background with gold detailing and white and gold lettering which clearly set out the site name, 'Alston House'. The care home name on the three fascia signs will be softly backlit by LED's during night-time hours. No other part of those signs will be illuminated.

This signage will serve to promote the care home and close care apartments to prospective residents and their families, assisting Hamberley to offer care to a fully occupied care home and so maximising its benefit to the local community.

The signage will also serve to promote the care home and close care apartments to prospective employees, which is vital in ensuring the care home 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. A number of the signs will provide directional information for visitors so that people can easily and safely access the site.

Assessment

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.

The Council does not have any specific policies related to the display of advertisements.

Paragraph 141 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 141 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, for example, materials, 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 all signs are appropriate with respect to the character and appearance of the care home and close care apartments, and the surrounding area. All fence mounted signs are well-proportioned in relation to the boundary treatment on which they will be affixed and will be displayed in appropriate locations (of which three have been approved by the Council previously in determining application reference A/22/94387).

Great care has also been taken to ensure the signage will not detract from the locally listed former Eastleigh Police Station. Illumination of the three fascia signs will be kept to a minimum in order to better display the care home name only. The size and location of these signs ensures that they will not dominate the main, primary frontage of the former police station (and two will be in locations approved by the Council previously in determining application reference A/22/94387).

All free-standing and fence mounted signs will be non-illuminated so to minimise any impact on residential amenity, and are consistent in design - particularly font and colour - with existing advertisements that are to remain on site.

This application seeks only four additional signs to that secured by application A/22/94387 – which the Council found to be appropriate for the site's use and proportionate to its size. We therefore trust that the Council will consider the small increase in the number of signs proposed to have no greater impact on visual amenity to that approved previously.

The proposed signage is also consistent in type, size, design and colouring of that approved by the Council previously in granting application reference A/22/94387, such that it should be considered acceptable in regard to visual amenity too. The Council previously found the proposed signage design to be consistent with signage present on various commercial premises in the site's locality, and so we trust the same conclusion will be reached here.

Public Safety

Paragraph 141 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 the siting of those signs would not result in any adverse risk to public safety. Where stated in Appendix I, five of the proposed signs will be situated in locations already approved by the Council and so we trust the Council will continue to take the view that the proposed signage will pose no risk to public safety.

Great effort has been made to ensure that illuminated signs will result in no adverse risk to highway or public safety. The three fascia signs will only be part illuminated to display the care home name using soft backlit LED's during night-time hours, helping road users to identify the care home whilst not being a distraction. No other part of the signs will be illuminated.

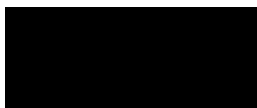
In assessing application reference A/22/94387, the Council concluded the non-illuminated free standing signage would not pose an adverse risk to highway or public safety and so the Council should continue to find the proposed free-standing and fence mounted signs acceptable in this regard.

Conclusion

The proposed signage will not detract from the character or amenity of the care home and surrounding area and will not be harmful to the locally listed building. All signs will be appropriately sited and of a design to avoid adverse impacts 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 [REDACTED], by email to [REDACTED] 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

APPENDIX I – APPROVED SIGNAGE

Advertisement Consent Reference A/22/94387				
Type of Sign	Plan Reference (location)	Status	Proposed Replacement	Explanation
Free Standing	S1	Not Installed	Fence Mounted (Proposed S10)	Installation in the approved location could not take place due to placement of a gas main and metre. A fence mounted sign is proposed on the adjacent boundary fence instead.
Wall Mounted	S2	Installed	-	The wall mounted sign will remain in place.
Non-Illuminated Facia	S3 (Southern Elevation)	Not Installed	-	The facia sign could not be installed in the approved location due to health and safety risks. No replacement is proposed.
Non-Illuminated Facia	S3 (Eastern Elevation)	Not Installed	Illuminated Facia (Proposed S9)	The facia sign could not be installed in the approved location due to health and safety risks. An illuminated facia is proposed on a more accessible part of the eastern elevation instead.
Free Standing	S4 (East of Site)	Installed	-	The free standing sign will remain in place.
Free Standing	S4 (South of Site)	Installed	Free Standing (Proposed S6)	The approved location is not clear to motorists travelling on Leigh Road. A free standing sign of the same design and location but orientated to face oncoming motorists is proposed instead.
Non-Illuminated Facia	S5	Installed	Illuminated Facia (Proposed S3)	Experience has shown that the approved design is ineffective. An illuminated facia in the approved location is proposed instead.
Non-illuminated Facia	S7	Installed	Illuminated Facia (Proposed S4)	Experience has shown that the approved design is ineffective. An illuminated facia in the approved location is proposed instead.