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Dear Clare

**ADVERTISEMENT CONSENT APPLICATION REFERENCE A/24/96928
AT ALSTON HOUSE, 18-24 LEIGH ROAD, EASTLEIGH SO50 9DG**

On behalf of our client, Hamberley Development Management (FV) Limited ("the applicant"), we are pleased to respond to comments received during the statutory consultation period in relation to the advertisement consent application (reference A/24/96928) for the "*Display of 3 illuminated and 9 non-illuminated signs*" ("the proposal") to support the care home at Alston House, 18-24 Leigh Road, Eastleigh SO50 9DG ("the site").

The proposal

For the avoidance of doubt, this application proposes the replacement of five signs previously approved by the Council under advertisement consent application reference A/22/94387, and the display of seven new signs.

Due to the passive nature of the existing signage and the inability to safely install signage approved previously, this proposal seeks approval for signage better suited to improve the visibility and accessibility of Alston House, ensuring that it fulfils its potential to provide the care requirements of the community.

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.

Further justification for each of the proposed signs is set out in the table below:

Sign Type	Plan Reference	Status	Justification
Fence Mounted	S1	New	A fence mounted sign on the vehicular entrance is proposed to provide essential directional information for drivers approaching the care home travelling south on Toynbee Road.

Fence Mounted	S2 (x2)	New	A small fence mounted sign (145cm x 75cm) on either side of the pedestrian entrance is proposed to provide important directional information and contact information for visitors arriving at the care home.
Illuminated Facia	S3	Replacement	Experience has shown that the previously approved design is ineffective. An illuminated facia in the approved location is proposed instead to improve visibility.
Illuminated Facia	S4	Replacement	Experience has shown that the previously approved design is ineffective. An illuminated facia in the approved location is proposed instead to improve visibility.
Fence Mounted	S5	New	Experience has shown that visitors 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. A small fence mounted directional sign (90cm x 40cm) in this location will prevent this from occurring.
Free Standing	S6	Replacement	The previously 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.
Free Standing	S7 (x2)	New	Two free standing signs are proposed behind the boundary wall, as a substitute for the previously approved facia sign on the south-eastern elevation which cannot be installed for safety reasons. The signs will ensure the care home is identifiable by drivers joining Romsey Road from the Leigh Road junction (refer to Figure 1 at Appendix 1).
Fence Mounted	S8	New	Experience has shown that visitors and deliveries often attempt to incorrectly enter the site via a former access on Romsey Close, rather than the correct entrance on Toynbee Road. Residents at 1 Romsey Close have confirmed this to be a problem in commenting on this application. A fence mounted directional sign in this location will avoid this from occurring.
Illuminated Facia	S9	Replacement	The previously approved facia on the eastern elevation could not be installed in its locations due to health and safety risks. An illuminated facia in a more accessible location on the eastern elevation is proposed to replace this.
Fence Mounted	S10	Replacement	Installation of the previously approved location cannot take place due to location of a gas main and metre. A fence mounted sign is proposed on the adjacent boundary fence instead. The fence mounted sign on the vehicular entrance provides important directional detail for drivers approaching the care home travelling north on Toynbee Road.

In respect to the signs proposed, the following concerns have been raised (*with our response in italics*):

- “adding 12 more signs” –*this application only proposes seven new signs in addition to the five approved previously;*
- “the proposed plethora of fixed signage around the building will not enhance or make the care home more desirable or noticeable to potential guests...” – *as per the Cover Letter supporting this application, experience has shown that the existing signage has been ineffective to promote the care home and close care apartments, and it has also failed to provide appropriate directional information to visitors and deliveries so replacement and new signage is now being proposed;*
- “it is unreasonable to create a wall of advertising and not in keeping with the area” – *this application does not propose to create a wall of advertising. This comment appears to be referring to a previous advertisement consent application (reference A/23/95657); and*
- “if static illuminated signage is permitted, how long before animated signage is applied for at this and other similar sight” – *no animated signage has been proposed in this application.*

Paragraph 141 of the National Planning Policy Framework (2021) (“the Framework”) states that advertisements should be subject to control only in the interests of amenity and public safety, taking account of cumulative impacts. The only considerations for the proposal are therefore visual amenity, particularly the impact on heritage assets, and the impact on public safety.

Visual Amenity

In respect to visual amenity, the following concerns have been raised (*with our comments in italics*):

- “[sign] S.9 is at three storeys high, will be illuminated and clearly visible from the A335” – *as stated above, sign S9 seeks to replace a previously approved fascia on the eastern elevation that was located on the fourth storey of the care home. Only the care home name letters will be softly back lit and so overall, the visibility of S9 will be no greater than that previously approved;*
- “the display of 3 illuminated signs will create a huge disruption for the neighbours of this property” – *as stated above, only the letters of the care home name will be softly back lit at a low candela rating. No other part of those signs will be illuminated so will not result in any adverse impact on neighbouring amenity;*
- “they are visually intrusive and unnecessary” - *the proposed signage will promote the care home to prospective residents and their families, to assist in achieving full and continued occupation of the site and thereby maximising the benefits of the home to the community of Eastleigh. Experience has shown that navigation to the entrances of the care home for visitors and deliveries needs to be improved, and the proposed signage will assist with this;*

- “the proposed signage is over bearing and not in keeping with the area” – *the proposal seeks to create a proportionate display of signage to promote to address the care home’s visibility and accessibility needs. All signage will be of the highest quality and the information will not be offensive or alarming so to not cause any visual harm. The signage has adopted a design considered complementary to the care home and other signage at adjacent commercial premises (as per Figures 2 and 3 of Appendix 1), which the Council has previously found in approving application reference A/22/94387). The proposal is therefore not overbearing, and is in keeping with the character of the area.*

The proposed signage is an appropriate response to character and appearance of the care home and surrounding area and will not result in harm to the visual amenity, in accordance with Paragraph 141 of the Framework.

Public Safety

In respect to public safety, the following concerns have been raised (with our comments in *italics*):

- “too many signs are also distracting to motorists on the busy road” – *Hampshire County Council, as the Highways Authority, confirms that all proposed signs are located in non-obstructive positions both physically and visually, and so there is no adverse risk to public safety;*
- “brightly lit advertising signage would be a distraction to drivers as they approach these junctions.” – *the proposed 3 illuminated signs will not be brightly lit. The Highways Authority has confirmed that signs S3, S4 and S9 have appropriate candela limits set with back lite letters ensuring that the light source is not visible from the highways;*
- “if permitted, EBC and HCC would have no technical equipment to monitor the excessive light emitted on/around these signs” – *The Highways Authority has proposed a condition to ensure that the illuminated signs will be no greater than 452 candela per square metres and no light source shall be visible from the highway. The applicant is agreeable to this condition, in the interest of minimising any potential for adverse impacts to highways safety.*

The proposed signage therefore will not pose an adverse risk to highway or public safety, in accordance with Paragraph 141 of the Framework.

Conclusion

This response addresses comments received to date in relation to the proposed advertisements at the Alston House care home. It confirms the proposal will not be harmful in respect to visual amenity or public safety, in accordance with the National Planning Policy Framework, such that we respectfully ask this application be approved.

We would of course welcome continued engagement with you. Please do not hesitate to contact me on me on 07917953621 or by email to rebekahgibson@dlbp.uk

Yours sincerely



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



Figure 1: Driver's view at the Leigh Road junction joining Romsey Road.
Please note that the wall display signs are no longer in place and are not re-applied for within this application



Figure 2: Approved signage at 89 Leigh Road, with signage designed with a block colour and white and gold lettering.



Figure 3: Approved signage at 95 Leigh Road, with signage designed with a block colour and gold lettering.