

DELEGATED ADVERT REPORT

Application Ref: A/24/96928

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

Case Officer: Clare Martin

Description: Display of 3 illuminated signs and 9 non-illuminated signs

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

Planning History?	Yes ☒	No ☐
• A/23/95657 - Display of 25no. non illuminated Display of 25no. non illuminated wall mounted signs alongside Leigh Road and Romsey Road – Refused (September 2023). • 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 – Consented (February 2023). • 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>Six letters of objection and One comment letter</u> • Signage is excessive and proposal would create additional visual clutter that is not in keeping with the locality. • There is already sufficient signage at the premises to advertise the care home. Most people will look for this facility on line so additional signage is unnecessary. • The building is already unmissable and no further signage is needed. • Signage would distract drivers • Signage would create light pollution • Set precedent for similar adverts on other premises.		

	Directional arrow (sign S8) might be useful for visitors to find premise.
Tree Officer:	<u>No objection</u>
Transport Officer:	<u>No objection</u> , subject to conditioning the amount of illumination All 12 signs proposed (10 single and 2 double signs being S2 and S7) are located in non-obstructive positions both physically and visually. Onwards, illuminated signs S3, S4 and S9 have appropriate candela limits set with back lite letters ensuring that the light source is not visible from the highway.
Parish Council:	<u>Objection</u> The HCC luminous levels are above requirement and there's been significant comments from the public.

Site Visit:	Yes ☒	No ☐
Details: Site visit carried out 10/4/24		

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:- (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
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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 & S2; and Development Management policies DM1(sustainable development) & DM12(heritage assets).

Proposal:

The current application is to amend the signage previously secured under consent A/22/94387 and includes both new and replacement signage as well as retention of some existing signs. The purpose of the application is to further promote the care home and increase directional signs to guide visitors to the correct entrance. All signs have a dark blue background with gold & white detailing, some of which contain internally illuminated lettering.

The signage application comprises:

First Floor Fascia Signs (with internally illuminated lettering)

- 1no. contact details sign (2.5m x 1m) mounted to side wall of the Old Police Station building facing Toynbee Road (sign S3). *Replacement for 1no. non illuminated name in lettering (Sign S5) to make it more effective.*
- 1no. contact details sign (2.5m x 0.75m) mounted to front wall of the Old Police Station building facing Leigh Road (sign S4). *Replacement for 1no. non illuminated name in lettering (Sign S7) to make it more effective.*
- 1no. name sign (3m x 1.2m) mounted to side wall of the new building facing Romsey Road (sign S9). *Replacement for 1no. non illuminated name in lettering (Sign S3) to make it more effective.*

Free standing signs along Romsey Road/ Leigh Road (non-illuminated)

- 3no. free standing contact details sign (1.8m x 1.3m) visible above front boundary wall (signs S6 & S7). *One of the signs is a direct replacement for an approved free-standing sign next to old police station building (sign S4), the sign is being reorientated so it is clearer to motorists traveling along Leigh Road.*
- Site will also retain 1no. free standing contact details sign (1.8m x 1.5m) located towards the eastern end of site (sign S4).

Wall mounted signs along Romsey Road/ Leigh Road (non-illuminated)

- 1no. contact details sign (0.9m x 0.4) mounted to railings in front of pedestrian entrance (sign S5).
- 1no. contact detail sign and directional sign (2.44m by 1.22m) mounted to railings at entrance to Romsey Close (sign S8).

Toynbee Road Entrances (non-illuminated)

- 2no. contact details signs (1.8m x 0.7m) and 2no. instruction signs (1.8m x 0.2m) mounted to railings on either side of vehicular access (signs S1 & S10).
Replacement for 1no. freestanding sign containing contact details (1.8m x 1.5m) and instructions (1.8m x 0.2m) on northern side of vehicular access (sign S1). Sign not installed due to location of gas pipe.
- 2no. contact details signs (1.45m x 0.75m) mounted to railings on either side of pedestrian access (signs S2).
- Site will also retain 1no. contact details sign (0.5m x 0.3m) mounted on wall within internal car parking area (sign S2) approved under previous consent.

Assessment:

Visual Amenity

The large site sits in a prominent location with a long frontage next to Romsey Road/ Leigh Road, which is one of the main approach roads at the edge of Eastleigh Town Centre. At the front of the site is the old police station building, which is locally listed and has been retained as part of the care home development. On its western side the site adjoins Toynbee Road, which is a smaller road containing the site entrance.

The site benefits from a previous advert consent, which includes simple lettering attached to the front and side wall of the Old Police Station to complement the locally listed building and this lettering is repeated on the eastern elevation of the new development. In addition, two larger more prominent free-standing signs were allowed along the main Leigh Road/ Romsey Road frontage (one pointing in each direction) to clearly advertise the business and provide contact details. The volume of signage was then reduced along the secondary Toynbee Road boundary to reflect the more residential nature of the street.

The previous consent was the result of careful negotiations to allow sufficient signage to advertise the care home on the site while still respecting the amenity and characteristics of both the locally listed building, site and wider locality. Much of the approved signage has been installed on the site. While there maybe scope to negotiate some of the approved signage so it is clearer, the proposal makes a substantial increase in the prominence and volume of signage on the site.

The proposal would increase the prominence of the signage replacing the lettering on the buildings with large dark blue internally illuminated signage. The size and colours used on the replacement signage would stand out from the building and be clearly visible from the wider street scene. The proposal would also replicate the prominent dark blue signage on four free standing signs (replacing the two approved), which as well as being large would be sited right alongside the front boundary wall.

The volume of signage is considered excessive and there are many parts of the public frontage where multiple signs would be present, all displaying the same details. The combination of three dark blue fascia signs on the buildings with an additional four dark blue free-standing signs along the frontage is considered to create unnecessary visual clutter. This clutter would detract from the appearance and setting of the locally listed building and as a key site on the approach to Eastleigh Town Centre would also have a significant detrimental impact upon the visual amenity of the general locality.

The proposal also includes a new directional sign at the start of Romsey Close. However, this sign is overly large (at 2.4mx1.2m) and only includes a small arrow so is unlikely to

stop visitors mistakenly turning into the cul-de-sac. The position of the sign would add further visual clutter along the sites frontage.

Turning to Toynbee Road, both the approved free-standing sign at the vehicular entrance, and temporary signboard at the pedestrian entrance, are to be replaced by signs mounted on the railings. This is a reasonable solution, but it is questionable whether the same signage is needed on both sides of the pedestrian and vehicular access. For example, most vehicles accessing the site would use of the main Leigh Road junction and so the signage on the southern side of the entrance is not as important. The volume of signage would again add to the visual clutter along what is a mostly residential road.

Overall, it is considered that the size, design, location and extent of signage proposed would detract from the appearance and setting of the locally listed building and add unnecessary visual clutter detrimental to the general characterises of the locality, which forms a key site on the approach to Eastleigh Town Centre. As such the proposal would be contrary to the advert regulations and Policies DM1 & DM12 of the Eastleigh Borough Local Plan.

Public safety

The site is located at a major road junction, but the position of the signage will not obstruct the public highway.

Only three of the new signs would be illuminated and these are the ones mounted on the existing buildings that are set back from the road. The signage is internally illuminated so no light source will be visible from the highway and the only part illuminated is the lettering, which is below the maximum guidelines. No objection has been raised by the Transport Officer and the proposal is not considered to pose a public safety risk.

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 ...		