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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 10 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; 1 no. 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 1 no. wall mounted sign, all non-illuminated, for the new care home development permitted under planning permission F/19/85332”, granted 6 February 2023;
- 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; and
- advertisement consent application (A/24/96928) for the “Display of 3 illuminated signs and 9 non-illuminated signs”, refused 11 April 2024.

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 Table 2 (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.

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.

A new application is therefore proposed seeking an update on the eight signs approved under advertisement consent (reference A/22/94387) and the approval of two new small directional signs, such that all signage relative to Alston House, is approved under one advertisement consent.

The Proposal

The application seeks advertisement consent for the permanent display of:

- one wall mounted sign erected at the main entrance door;
- three fence mounted signs, comprising one at the vehicular entrance, one at the pedestrian entrance, and one at the care home boundary;

- three freestanding signs along care home boundary, appropriately angled to face approaching motorists; and
- three 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	A1	1	1800 x 900 x 3
Fence Mounted	A2	1	1450 x 750 x 3
Wall Mounted	A3	1	500 x 300 x 40
Fence Mounted	A4	1	750 x 300 x 3
Fence Mounted	A5	1	1800 x 1300 x 3
Free Standing	A6	1	1800 x 1500 x 3
Free Standing	A7	1	1800 x 1500 x 3
Non-illuminated Fascia	A8	1	2000 x 390 x 3
Non-illuminated Fascia	A9	1	3000 x 590 x 3
Non-illuminated Fascia	A10	1	3000 x 590 x 3

The proposed free standing, fence mounted, and wall mounted signs will have a dark blue background with gold detailing and white and gold lettering which clearly set out the site name, 'Alston House' and important contact or directional information.

The care home name will be depicted on three fascia signs composed of chrome stand-off letters. These will not 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. The two new signs will provide directional information for visitors so that people can easily and safely access the site.

A further explanation for each of the proposed signs is set out in the table below:

Table 2: Explanation of proposed signage

Plan Reference	Update from Advertisement Consent Reference A/22/94387	Explanation
A1	Substitute of S1 Free Standing	Installation of S1 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 as a substitution. The Council confirmed in the delegated report for application reference A/24/96928 that this was an appropriate solution.
A2	New	A small fence mounted sign (145cm x 75cm) on the pedestrian entrance is proposed to provide important directional information and contact information for visitors arriving at the care home. The Council confirmed in the delegated report for application reference A/24/96928 that this was an appropriate solution.
A3	Retention of S2 Wall Mounted	The wall mounted sign will remain in place but has been re-proposed to have all signage approved under one consent.
A4	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 (75cm x 30cm) in this location is proposed to prevent this from occurring.
A5	Reposition of S4 Free Standing (South of site)	The existing free standing sign is proposed to be simply repositioned at a 45 degree angle such that it is directly visible to drivers approaching from Leigh Road.
A6	Substitute for S3 Fascia (Southern Elevation)	Installation of S3 in the approved location could not take place due to health and safety risks. Although no replacement fascia is proposed, a new free standing sign is proposed as its substitute for making the care home visible to drivers joining Romsey Road from the Leigh Road junction.
A7	Reposition of S4 Free Standing (East of Site)	The existing free standing sign is proposed to be simply repositioned further north such that it is directly visible to drivers approaching from Romsey Road.
A8	Replacement of S5 Non-Illuminated Fascia	Experience has shown that the colour of the approved design is ineffective. A non- illuminated fascia of the exact same design and location is proposed with chrome letters to improve clarity.

A9	Replacement of S7 Non-Illuminated Fascia	Experience has shown that the colour of the approved design is ineffective. A non- illuminated fascia of the exact same design and location is proposed with chrome letters to improve clarity.
A10	Replacement of S3 Non-Illuminated Fascia (Eastern Elevation)	Installation of S3 in the approved location could not take place due to health and safety risks. A non-illuminated fascia of the exact same design, on a more accessible part of the eastern elevation is proposed with chrome letters to improve clarity.

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.

Wall Mounted Sign

The one wall mounted sign at the care home main entrance is consistent in size, design, and location with that approved under application reference A/22/94387, such that it should continue to be considered acceptable in regard to visual amenity.

Fence Mounted Signs

The three 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 two have been considered 'reasonable solutions' in determining application reference A/24/96928. The design of these signs is consistent with the design approved under application reference A/22/94387, such that they should continue to be considered acceptable in regard to visual amenity.

Free Standing Signs

The three free-standing signs will be non-illuminated so to minimise any impact on residential amenity and are consistent in design and size with that approved under application reference A/22/94387. The location of each free standing sign has been carefully positioned such they are appropriately visible to drivers approaching from Leigh Road, Romsey Road, and drivers joining Romsey Road from the Leigh Road junction, this is depicted in Appendix A. Collectively, these signs are adequately spaced apart and angled such that there will be no detrimental impact upon the visual amenity of the general locality and should therefore be considered acceptable in regard to visual amenity (of which two have been approved by the Council previously in determining application reference A/22/94387).

Fascia Signs

The Council concluded in the delegated report for application reference A/24/96928 that there was scope to negotiate the approved signage, so it is clearer. One small alteration has been made to the colour of the three fascia signs, from dark blue to chrome to improve clarity. Great care has been taken to ensure the signage will not detract from the locally listed former Eastleigh Police Station, and it is not considered that this small change in colour will have any detrimental impact to visual amenity of the locally listed building and general locality. Notwithstanding this small change in colour, the proposed fascia will not be illuminated and will continue to be consistent in design, size and location with that approved under application reference A/22/94387, such that it should continue to be considered acceptable in regard to visual amenity.

This application seeks only two additional signs to that secured by application reference A/22/94387 – which the Council found to be appropriate for the site's use and proportionate to its size. The two additional signs will be small, simply to assist with pedestrian access to the care home, these will not contribute to visual clutter, nor be detrimental to the visual amenity of the general locality. 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 and currently in place.

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 Table 2, 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.

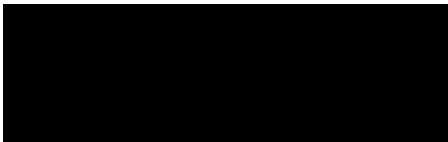
In assessing application reference A/24/96928, Hampshire County Council, as the Highways Authority, confirms that all proposed signs are located in non-obstructive positions both physically and visually, and so there is no adverse risk to public safety. On the basis that this application proposes less signage, that will not be illuminated, the Council should continue to find the signage acceptable in regard to public safety.

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 07917953621, by email to rebekahgibson@dlbp.uk or by post at the address above.

Yours faithfully



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 A

