

DELEGATED ADVERT REPORT

Application Ref: A/24/97300

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

Case Officer: Clare Martin

Description: Display of 10no. 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/24/96928 - Display of 3 illuminated signs and 9 non-illuminated signs – Refused (April 2024) • 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:	4 letters of objection • Unnecessary as people go online to find care facilities. • Excessive volume of signage, building already has signage. • Out of keeping and visually intrusive • Distracting and posing a risk to public safety • Causing light pollution • The scale of the building makes it unmissable and so no further signage is needed		

	- Set a precedent for other premises - Flouting planning rules as signage has been put up before without permission. <u>Planning Officer Response</u> Comments are noted, however, the advertisement regulations only allow consideration of visual amenity and safety risk which are covered within the assessment section.
Transport Officer:	<u>No objection</u> All signs are located in non-obstructive positions (physically and visually) and are non-illuminated, so won't cause a distraction to passing road users.
Parish Council:	<u>Objection</u> Excessive signage, which does not address the concerns raised on the previous determination

Site Visit:	Yes ☒	No ☐
Details: Site visit carried out on the 9/5/24		

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 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. Most 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 (non illuminated white lettering)

- 1no. name sign mounted to front wall of the Old Police Station building facing Leigh Road (sign A9). *Proposal replaces colour of approved blue lettering to make name clearer (sign S5).*
- 1no. name sign mounted to side wall of the Old Police Station building facing Toynbee Road (sign A8). *Proposal replaces colour of approved blue lettering to make name clearer (sign S7).*
- 1no. name sign mounted to side wall of the new building facing Romsey Road (sign A10). *Proposal replaces colour of approved blue lettering to make name clearer (sign S3).*
- 1no. name sign mounted to the front wall of the new building facing Romsey Road, under previous approval has been removed (sign S3)

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

- 1no. free standing contact details sign (1.5m x 1.8m) visible above front boundary wall facing Leigh Road (signs A5).
- 1no. free standing contact details sign (1.3m x 1.8m) visible above front boundary wall facing traffic light junction (sign A6). *Sign 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 A7), *previously sign S4.*

Railing/ wall mounted signs (non-illuminated)

- 1no. contact details signs (1.8m x 0.7m) and 1no. instruction signs (1.8m x 0.2m) mounted to railings on one side of vehicular access off Toynbee Road (sign A1). *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.*
- 1no. contact details sign (1.45m x 0.75m) mounted to railings on one side of pedestrian access off Toynbee Road (signs A2).
- 1no. contact details signs (1m x 0.6m) behind Old Police Station building facing Toynbee Road (sign A3). *Replacement for sign S2*
- 1no. contact details signs (0.75 x 0.3m) on railings in front of the Old Police Station building facing Leigh Road (sign A4).

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 signage application follows a recent refused scheme, where concern was raised about the prominence and volume of the signage and the impact this would have on the visual amenity of the locality.

The new signage is non illuminated and has been scaled down since the previous refused scheme, so it is more appropriate. The four fascia signs have been changed from large blue signs mounted to the building to simple white lettering, which is clearer than the original blue colour and better suits the locally listed building and new development.

The signage along Toynbee Road has also been reduced, so that the signage is now only on one side of the pedestrian access and one side of the vehicular entrance. The wall mounted sign at the entrance to Romsey Close has also been removed.

The proposal still includes three prominent free-standing signs along the main Leigh Road/ Romsey Road frontage (one more than the approved scheme), which would be visible above the boundary wall. However, these three signs have been positioned so each one faces a different approach and staggered along the site long frontage.

On balance the proposed signage is not considered to materially harm the visual amenity of the locality, particularly given the extent of existing signage on other commercial premises along Leigh Road. The level of signage is consider appropriate site being part of a mixed commercial/ residential area on the approach to Eastleigh Town Centre.

Public safety

The site is located at a major road junction, but the position of the signage will not obstruct the public highway and all signage is non illuminated. No objection has been raised by the Transport Officer and the proposal is not considered to pose a highway 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 Environment 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 ...