

Application Number: 24/10953 Advertisement Consent
Site: SITE OF FORMER POLICE STATION, SOUTHAMPTON ROAD, LYMINGTON, SO41 9GH
Development: Erection of Site Hoarding (Application for Advertisement Consent)
Applicant: Churchill Living Ltd.
Agent: Planning Issues
Target Date: 07/01/2025
Case Officer: Kate Cattermole
Officer Recommendation: Grant (Advert)
Reason for Referral to Committee: Contrary Councillor view

1 SUMMARY OF THE MAIN ISSUES

The key issues are:

- 1) Public safety
- 2) Amenity

2 SITE DESCRIPTION

The application relates to the former Police Station, located on the western side of Southampton Road, between Queen Elizabeth Avenue to the north, and Eastern Road to the south. The application site is located in the built-up area of Lymington and is adjacent to the Lymington Conservation Area.

Planning permission was granted for the redevelopment of the site to provide 32 retirement apartments in December 2023, and the development is currently under construction.

3 PROPOSED DEVELOPMENT

The application is made retrospectively. It seeks advertisement consent for the erection of hoardings on the road frontages of Southampton Road and Queen Elizabeth Avenue, incorporating advertising for the apartments currently under construction. The signs would be 2.44m high and would span the two road fronting boundaries of the application site. These advertisement are proposed to be in place for a period of 3 years.

4 PLANNING HISTORY

Proposal	Decision Date	Decision Description	Status
24/10954 Variation of condition 2 of planning permission 23/10282 to allow fenestration alterations, material alterations, full balconies above main entrance changed to Juliette, path and pedestrian gate to south-east & roof & layout alterations			Application registered

23/10494 Demolition of former police station and rear garages (Demolition Prior Notification Application)	26/05/2023	Details not required to be approved	Decided
23/10282 Redevelopment of the site to form 32no. Retirement apartments including communal facilities, access, car parking & landscaping; demolition of existing building	08/12/2023	Granted Subject to Conditions	Decided

5 PLANNING POLICY AND GUIDANCE

Local Plan 2016-2036 Part 1: Planning Strategy

Policy ENV3: Design quality and local distinctiveness

Local Plan Part 2: Sites and Development Management 2014

DM1: Heritage and Conservation

Supplementary Planning Guidance And Documents

SPD - Lymington Local Distinctiveness

Neighbourhood Plan

Lymington & Pennington Draft Neighbourhood Plan

National Planning Policy Framework 2024

National Planning Policy Guidance

Plan Policy Designations

Built-up Area

6 PARISH / TOWN COUNCIL COMMENTS

Lymington & Pennington Town Council PAR 2: Recommend Refusal.

- Unacceptable appearance due to the excessive size of the advertisement.

7 COUNCILLOR COMMENTS

Cllr Jack Davies: objection

I noticed these hoardings a while ago and they immediately grab your eye as you approach the four-way traffic lights on Southampton Road. I worry about the impact these have on people's concentration as they approach a uniquely busy and complicated junction (these traffic lights are notorious for confusing visitors to the town). That's not even to mention the shameless claim of contributing £300,000 to affordable housing when it was them who suggested that figure to the council. It should have been more, even by the revised viability assessment. The hoardings look garish and out of keeping with the street scene. As with the hoardings at Churchill's development at Knight's Lodge, I consider this an unacceptable intrusion onto the street scene.

8 CONSULTEE COMMENTS

Comments have been received from the following consultees:

HCC Highways - no objection

9 REPRESENTATIONS RECEIVED

No representations received.

10 PLANNING ASSESSMENT

Principle of Development

Para 141 of the National Planning Policy Framework (NPPF) states that poorly placed adverts can be harmful to local character of the area. There is a separate consent process within the planning system that controls the display of advertisements which should be operated in a way which is simple, efficient and effective. Advertisements should be subject to control only in the interests of amenity and public safety, which is in accordance with the Town & Country Planning Control of Advertisements (England) Regulations 2007 regulation 3 (1& 2).

Public Safety

The signage is adjacent to two road frontages, Queen Elizabeth Avenue and Southampton Road. Southampton Road is a classified road and a major route through Lyminster. The signage is adjacent to a junction controlled by traffic lights, though it is set back from the highway with an intervening pavement and narrow verge, and concerns have been raised by Cllr Davies in respect of the signage forming a distraction.

Although the signage is quite prominent by reason of its length across the entire frontage of the site, it is not illuminated. HCC Highways are satisfied that the advertising will have no material impact on the safety or operation of the highway.

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 also state that 'Public Safety' is not confined to just road safety. Crime prevention and detection are also relevant; the obstruction of highway surveillance cameras, speed camera and security camera by advertisements is now included. It is considered that the proposed signage has no impact upon any such equipment.

As such no objection is raised on the grounds of public safety.

Amenity

Policy ENV3 requires new development to achieve high quality design that contributes positively to local distinctiveness, and the character and identity of the locality.

There is a duty imposed by Section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 requires special regard to be paid to preserving or enhancing the character or appearance of a Conservation Area.

The hoarding signage encloses a development site, which is currently under construction. This type of signage is not untypical surrounding construction sites and reflects the corporate identity of the developer. Furthermore consent is sought for a period of 3 years only (as stated on the application form) - while the site is being developed and the flats being sold - and the signs are not for long term retention.

Although the application site borders the Lyminster Conservation Area, by reason of the signage only being in situ for a limited period of time, and the size and position of the signage, it is considered this would have a neutral impact on the character and

appearance of the adjacent Lymington Conservation Area and therefore would preserve the character and appearance of the Conservation Area in accordance with the statutory legislation.

The Advertisement Regulations also state that "amenity" includes both visual and aural amenity. Therefore, as well as visual amenity, the noise generated by advertisements should be considered. The proposed signage is fixed and would not generate any noise and is therefore considered to have no significant detrimental impact upon aural amenity

A comparison has been made by Cllr Jack Davies to the recently dismissed advertisement appeal at Knights Lodge, North Close, Lymington 24/10025. That application was for the retention of sales signage which consisted of a large 'monolith' double sided sign, flag signs, railing banners and two board signs all of which relate to the completed development by Churchill Retirement Living at North Close. Even though both sites are in Lymington, there are notable differences in the types and proliferation of signage at North Close compared to the hoarding signs that are the subject of this current application, and also the North Close site was completed a number of years ago. All applications have to be judged on their own merits and therefore this recent refusal and subsequent dismissed appeal does not form a material consideration when assessing the current application at the site of the former Police Station.

To conclude by reason of the nature of the signage and the limited time period, it is not considered that the advertisements would be harmful to visual amenity and therefore would not conflict with Policy ENV3 or statutory legislation.

11 OTHER MATTERS

Comments have been raised about the content of the signage. However, the Town & Country Planning Control of Advertisements (England) Regulations 2007 regulation 3(4) does not extend the assessment to limitation or restriction relating to the subject matter, content or design of which is displayed.

12 CONCLUSION / PLANNING BALANCE

In light of the above, it is considered that this application for advertisement consent would not be detrimental to visual amenities or public safety. The proposal complies with the public safety and amenity related provisions of the National Planning Policy Framework and Development Plan, and accordingly advertisement consent is recommended to be granted until October 2027.

13 RECOMMENDATION

GRANT ADVERTISEMENT CONSENT

Standard Conditions

1. Any advertisements displayed, and any site used for the display of advertisements, shall be maintained in a clean and tidy condition to the reasonable satisfaction of the Local Planning Authority.

2. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.
3. Where an advertisement is required under these Regulations to be removed, the removal shall be carried out to the reasonable satisfaction of the Local Planning Authority.
4. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
5. No advertisement shall be sited or displayed so as to obscure, or hinder the ready interpretation of, any road traffic sign, railway signal or aid to navigation by water or air, or so as otherwise to render hazardous the use of any highway, railway, waterway (including any coastal waters) or aerodrome (civil or military).

Proposed Conditions:

6. The hoarding signage hereby approved shall be removed by 23rd October 2027 or when all of the units are let or sold, whichever is the sooner date.

Reason: As the approved advertisements are only acceptable for a temporary period in the interest of visual amenities of the area.

Further Information:

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PLANNING COMMITTEE

January 2025

Site of Former Police Station
Southampton Road
Lymington
24/10953

Scale 1:1000

N.B. If printing this plan from
the internet, it will not be to
scale.

