

**Application Number:** 25/10518 Advertisement Consent

**Site:** SITE OF FORMER POLICE STATION,  
SOUTHAMPTON ROAD, LYMINGTON SO41 9GH

**Development:** Display 3 non-illuminated flag pole signs, 5 banner signs, 3 post mounted signs, 1 wall mounted sign, 1 non-illuminated balcony sign (Application for Advertisement Consent)

**Applicant:** Churchill Living Ltd

**Agent:** Planning Issues Ltd

**Target Date:** 28/07/2025

**Case Officer:** Julie Parry

**Officer Recommendation:** Grant (Advert)

**Reason for Referral to Committee:** Contrary Town Council view

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## 1 SUMMARY OF THE MAIN ISSUES

The key issues are:

- 1) Amenity
- 2) Public safety

## 2 SITE DESCRIPTION

The application relates to the former Lymington Police Station site, located on the western side of Southampton Road, between Queen Elizabeth Avenue to the north, and Eastern Road to the south in an area which is residential in character with Southampton Road being the main road into Lymington from the north. 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 has been completed with the apartments now being advertised for sale.

## 3 PROPOSED DEVELOPMENT

The application seeks advertisement consent for the retention of various non-illuminated signs which are advertising the sale of the new apartments within the site of the former Police Station. There are a variety of sizes and style of signage, including banners, flag signage and signage boards which are positioned facing Southampton Road and Queen Elizabeth Avenue.

## 4 PLANNING HISTORY

Proposal	Decision Date	Decision Description
24/10953 Erection of Site Hoarding (Application for Advertisement Consent)	13/01/2025	Withdrawn by Applicant

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	18/03/2025	Granted Subject to Conditions
23/10494 Demolition of former police station and rear garages (Demolition Prior Notification Application)	26/05/2023	Details not required to be approved
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

## 5 PLANNING POLICY AND GUIDANCE

### **Local Plan 2016-2036 Part 1: Planning Strategy**

Policy ENV3: Design quality and local distinctiveness  
Policy ENV4: Landscape character and quality

### **Local Plan Part 2: Sites and Development Management 2014**

DM1: Heritage and Conservation  
DM2: Nature conservation, biodiversity and geodiversity

### **Supplementary Planning Guidance And Documents**

SPD - Lymington Local Distinctiveness

### **Neighbourhood Plan**

Lymington and Pennington (under consultation)

### **National Planning Policy Framework**

### **National Planning Policy Guidance**

### **Plan Policy Designations**

Built-up Area

## 6 PARISH / TOWN COUNCIL COMMENTS

**Lymington & Pennington Town Council:** recommend refusal

The proposed quantity and positioning of signage is considered excessive and will create visual clutter, posing a potential distraction to passing traffic at a busy junction. The scheme fails to meet the principles of visual amenity and highway safety and is therefore not supported.

## 7 COUNCILLOR COMMENTS

No comments received

## 8 **CONSULTEE COMMENTS**

### **HCC Highways:**

No objection

### **NFDC Trees:**

No objections on tree grounds.

## 9 **REPRESENTATIONS RECEIVED**

None

## 10 **PLANNING ASSESSMENT**

### Amenity

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

Paragraph 141 of the National Planning Policy Framework (NPPF) states that Advertisements should be subject to control only in the interests of amenity and public safety. It also identifies that the quality and character of places can suffer when advertisements are poorly sited and designed.

The application is for advertisement consent and seeks the retention of existing marketing advertisements/signage. The signage along Southampton Road consists of three banner signs attached to the front railings which are 2440mm by 500mm, three flag signs on flag poles, along with a "monolith" V shaped sign which is 3 metres in height. There are also signs highlighting the sales office which are positioned closer to the building, including a banner sign on the front of one of the balconies above the office entrance and further banner signs on the railings along Queen Elizabeth Avenue.

As temporary features, the size and position of the signs are considered to be acceptable in this location. With separation between the signs and some of the signs being softened with the overhanging trees, they do not appear unduly dominant in the streetscene.

The use of various signs advertising the sale of apartments is a reasonable expectation on a development site of this scale for a temporary basis. The agent originally asked for the signage to have permission until 27th May 2028. However, this is considered to be a slightly excessive time for the signage to remain in place, particularly given the surrounding historic context. It is considered that a lesser time of two years from the date of any permission would be more appropriate. However, if all the apartments are sold prior to that time, the signage should be removed as soon as the final sale occurs. Therefore, to ensure the signage is temporary, a condition will be applied to any consent for the signage to be removed after a period of two years from the date of the decision or until all the apartments are sold, whichever is the sooner.

The Advertisement Regulations state that "amenity" includes both visual and aural amenity. In this case, the majority of the proposed signage is fixed and would not generate any noise. It is only the flag signs which would move, and these would not create an audible sound that is considered to have a significant detrimental impact upon aural amenity.

The neighbouring properties are sited a sufficient distance from the signage so that there would not be an adverse impact on neighbour amenity in terms of their outlook or loss of light.

Overall, the signage appears acceptable within the street scene, and does not significantly detract from the local character. Therefore, the proposal is considered to comply with Policy ENV 3 of the Local Plan Part 1.

### Conservation Area

Policy DM1: Heritage and Conservation, of the Local Plan Part 2 seeks to preserve and enhance the historic character of the location.

The site is a short distance north of the Lymington Conservation Area, which includes part of the southern stretch of Southampton Road and which extends southwards away from the application site. The visual impact of the advertisements are contained to the enclosed setting of the former Police Station, and therefore the advertisements do not materially impact upon the setting of the nearby Lymington Conservation Area. As such, the proposal would comply with Policy DM1 of the Local Plan.

### Trees

Policy ENV4 seeks to retain and/or enhance landscape features through sensitive design, mitigation and enhancement measures.

Five Silver maple trees located to the eastern frontage of the site and two silver maple trees and one cedar tree to the northern aspect are protected by Tree Preservation Order 0006/15 (G1 and G2). The trees are prominent features in the locality and of high amenity value.

The Council's Tree Officer has advised that there appears to be no negative interaction between the proposed signs and the existing trees. Therefore, the presence of the signs will not have any negative impact on the trees, and the proposal is therefore considered to comply with Policy ENV4 of the Local Plan.

### Public safety

Policy ENV3 seeks to ensure that development will create places that are safe and easy to navigate.

There has been an objection from Lymington and Pennington Town Council in respect of the effect on highway safety, and in particular the potential for the signage to be a distraction to motorists.

There is a pedestrian footpath alongside the front boundary of the application site. The signs are positioned on the edge of and within the site. The Highway Authority are satisfied that the advertising will have no material impact on the safety or operation of the adjoining 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 and the proposal would comply with Policy ENV2 in respect of safety.

## **12 CONCLUSION / PLANNING BALANCE**

As a temporary feature to facilitate the sale of the completed residential units, it is considered that the number of signs proposed is appropriate, and it is considered that they are also appropriate in terms of their size and siting so as to appear acceptable within the streetscene. The proposal does not have an unacceptably harmful effect on either the visual amenity of the area or neighbouring properties. As such, the proposal would comply with Policy ENV3 of the Local Plan.

Furthermore, there are no public safety concerns, and the proposal would comply with the amenity related provisions of the National Planning Policy Framework and Development Plan. Accordingly, it is recommended that advertisement consent be granted for a temporary period of 2 years.

## **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:**

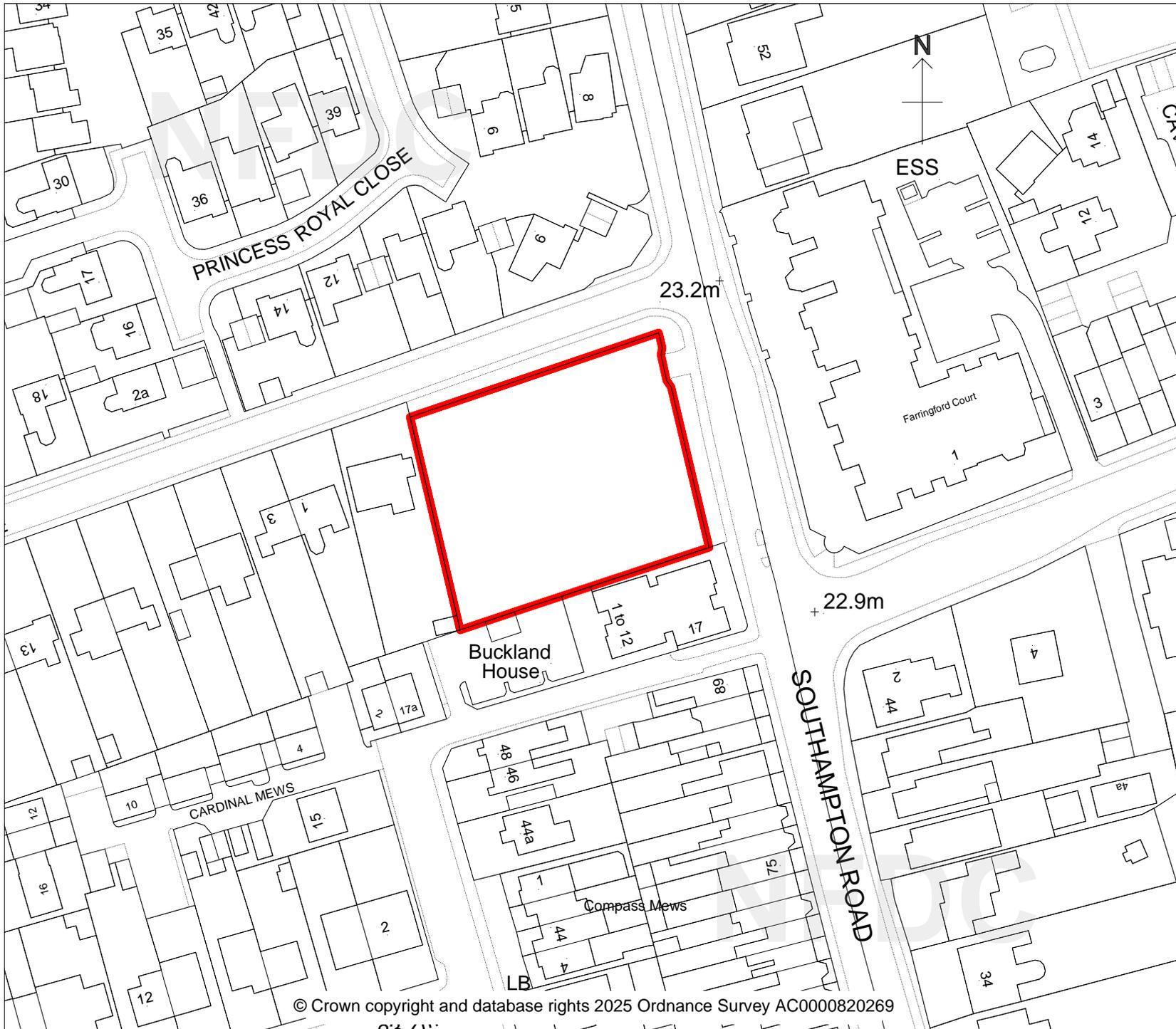
1. All of the signs hereby approved shall cease to be displayed and shall be removed from the site on or before 13th August 2027 or until all the residential apartments are occupied, whichever is the sooner.

Reason: The signs hereby approved would only be justified for a temporary period. A longer term temporary permission or permanent permission would cause unjustified harm to the visual amenities of the area.

#### **Further Information:**

Julie Parry

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# New Forest

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## PLANNING COMMITTEE

August 2025

Site of Former Police Station  
 Southampton Road  
 Lymington  
 25/10518

Scale 1:1059

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