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Enquiries To Ray Alborough
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Date 25 April 2019

My reference 024450
Your reference APP/19/00366
Email havantdc@hants.gov.uk

Dear Mr. Shaw,

Waitrose, 12 North Street, Havant, PO9 1PR

Display of 1 new set of building letters internally illuminated; 1 internally illuminated projecting sign; 3 replacement and 2 removals sets of building letters; replacement 3m high totem; 2 new panel signs; 7 replacement panel signs; 4 removals panel signs; replacement and removal of vinyl.

I refer to your consultation on the above planning application.

The applicant has not answered a number of the questions on the application form, but one he has relating to illuminance levels is given as 800 cd/m². It is not known if this is the highest, lowest or average.

Hampshire County Council use (ILP's PLG05 'Brightness of Illuminated Advertisements' from 2014) which allows maximum luminance of 600cd/m² in town/city centres for static signs of area up to 10m². So the proposed 800cd/m² is excessive and not acceptable.

I would caution that the eye is drawn to the area of maximum brightness – so the 600cd/m² threshold is the maximum brightness of the sign face, not the average luminance – so some submissions can be misleading.

I confirm the Highway Authority are concerned that the proposed level of illuminance is

*Director of Economy, Transport and Environment
Stuart Jarvis BSc DipTP FCIHT MRTPI*

excessive and could be a distraction to drivers on the adjacent highway. I therefore recommend an objection on the following grounds:-

The proposed level of illuminance to the internally illuminated signs is sufficiently high to be a potential distraction to drivers and become a hazard to highway users.

This reason for refusal could be overcome if the level of illuminance was reduced to 600cd/m² and confirmed as the average.

Yours sincerely,

Ray Alborough

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