

From: Peter Marshall
Sent: 27 March 2014 16:17
To: Tina Pickup
Subject: RE: 14/00218 - Illuminated Screen Board at 26-30 London road, Cowplain

Tina this should be refused for the following reasons contained within the Planning Practice guideline for NPPF
<http://planningguidance.planningportal.gov.uk/blog/guidance/advertisements/considerations-affecting-public-safety/>

Paragraph: 068 Reference ID: 18b-068-20140306

What are the main types of advertisement which may cause danger to road users?

The main types of advertisement which may cause danger to road users are:

- d) those externally or internally illuminated signs (incorporating either flashing or static lights) including those utilising light emitting diode technology:
 - i. where the means of illumination is directly visible from any part of the road;
 - ii. which, because of their colour, could be mistaken for, or confused with, traffic lights or any other authorised signals;
 - iii. which, because of their size or brightness, could result in glare and dazzle, or distract road-users, particularly in misty or wet weather; or
 - iv. which are subject to frequent changes of the display;

Peter J Marshall BSc MCHIT
Development Engineer
Havant Borough Council
023 92446 457
Please note: I work Tuesday, Wednesday, Thursday