

Havant Borough Council
Civic Offices
Civic Centre Road
Havant
PO9 2AX

Hampshire 2050
The Castle
Winchester, Hampshire SO23 8UL
Telephone 0300 555 1375
Fax 01962 847055
www.hants.gov.uk

Enquiries to	Rhiannon Cave	My reference	056711
Direct Line	N/A	Your reference	APP/25/00257
Date	19 May 2025	Email	havantdc@hants.gov.uk

For attention of Richard Hawkey

Dear Sirs

Re: APP/25/00257 At Land to the west of B&Q, Purbrook Way, Havant

Advertising Consent for 2No. illuminated fascia signs located on the Western and Southern elevations; A free-standing illuminated flagpole/totem sign located to the West of the store; 2No. large illuminated billboards located on the Western elevation; 1No. small illuminated billboards located on the Western elevation; A free-standing poster display unit; and 1No. directional sign at the entrance to the site

Thank you for your consultation on the above planning application. The Highway Authority wish to make the following comments.

The applicant is proposing internally illuminated signage, and one LED spotlight illuminated directional sign.

The Highway Authority provide no objections to the signage with the 580cd/m² and 225cdm/2 luminance, as this falls within the maximum luminance levels (600cd/m²) for a signs up to 10m² in an urban (E4) zone.

Notwithstanding the above, the remaining signage does not comply with the maximum luminance levels of 600cd/m² for under 10m², and 300cd/m² for over 10m².

- Signage types 2 and 3 have been given as 650 lumens/m². The applicant should provide the luminance levels in candela/m². Should this exceed the maximum luminance levels then this should be reduced

- Signage type 5 is 12.56m², and has 440 cd/m² luminance, and thus exceeds the maximum luminance level of 300 cd/m². The luminance should be reduced to fall within maximum levels
- Signage type 6 is to be lit by LED spotlights. No information has been given as to the direction and luminance of these. This should be clarified.

With regards to the above, the Highway Authority require further information in order to fully assess this application.

Yours faithfully,

Rhiannon Cave
Assistant Transport Planner - Highway Development Planning
Hampshire 2050