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Date	1 October 2025	Email	havantdc@hants.gov.uk

For attention of Ms Fox

Dear Sirs

Re: APP/25/00614 At 87 Havant Road, Emsworth, PO10 7LE

Erection of a D6 small format Digital LED Advertising Display

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

The application is to install an illuminated sign on the eastern corner of the petrol filling station located at 87 Havant Road. The site abuts the classified A-Road Havant Road (A259).

Illumination

The proposed sign is 2.4m high and 1.23m width and would be internally illuminated and static. The proposed luminance would be 300 cd/sqm between dusk and dawn, and 5,000 cd/sqm during daylight. This falls within the maximum luminance levels for a Semi-Rural area (E2 zone) of 300 cd/sqm during nighttime, and 5,000 cd/sqm in daytime.

Location

The proposed location of the sign is partly within the highway boundary. The Highway Authority do not consider this acceptable and third-party signage should be located outside of the highway boundary. The applicant should obtain the highway boundary from Hampshire County Council, via the following link:

<https://www.hants.gov.uk/transport/searchesrightscharges/highwayextent>.

The plans should be amended appropriately to locate the sign outside the highway.

Deputy Chief Executive and Director of Hampshire 2050
Gary Westbrook

Recommendation

The Highway Authority request further information. If you are minded to determine this application with no further information, then please contact us for our formal refusal reasons.

Yours faithfully,

Rhiannon Cave
Assistant Transport Planner - Highway Development Planning
Hampshire 2050