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Direct Line	N/A	*Your reference*	APP/25/00948
Date	8 December 2025	*Email*	havantdc@hants.gov.uk

For attention of Ms Fox

Dear Madam

Re: APP/25/00948 At Snows, 1 Elettra Avenue, Waterlooville, PO7 7XW

Application for Advertisement Consent for Proposed brand signage on an existing car showroom building, along with a replacement totem. Signage consists of a 'BYD Crown' and 'ACM (aluminium composite material) façade'.
1 - Totem Signage (Illuminated)
2 - BYD Crown Illuminated Logo with associated over-cladding (Illuminated)

Thank you for consulting the Highway Authority on the above planning application. The Highway Authority wishes to make the following comments.

The applicant proposes that the illuminated totem signage will emit 2200cd/m2. Additionally, a BYD logo around the top of the building has also been proposed to emit a luminance of 2200cd/m2. Both lighting proposals greatly exceed the maximum permitted luminance for an illuminated sign face with a surface area of less than 10m2 within an E4 (Urban) environmental zone. The applicant should be aware that in order accord with these guidelines, the luminance of the sign should not exceed 600cd/m2. As these proposals stand, the Highway Authority would not find this to be acceptable as this could dazzle drivers to the detriment of highway safety. The applicant should reduce the luminance in accord with the guidelines set out above.

In drawing 25037-HNW-ZZ-ZZ-DR-A-2300 Rev P01 a city name logo has been labelled as planned to be illuminated; however, no additional information has been provided regarding this sign. The applicant should confirm the luminance and dimensions of this sign with the Highway Authority.

Recommendation

The Highway Authority do not currently consider these to be acceptable lighting proposals and raises a holding objection, subject to all lighting proposals being reduced in luminance to a maximum of 600cd/m2.

Yours faithfully,

Louis Aplin-Haynes
Assistant Transport Planner - Highway Development Planning
Hampshire 2050