

Dear Tina,

Planning Application: APP/25/01024

Description: Advertisement Consent for proposed Installation of 1 No. Digital Advertisement Display (Illuminated).

Site Address: Raebarn House , Hulbert Road , Waterloooville, PO7 7GP

Thank you for consulting Environmental Health (pollution) regarding the above application. The cover letter and submitted plans have been reviewed.

The applicant's commitment to ILP PLG05/23 Environmental Zone E4 luminance controls is acknowledged; however, concerns remain regarding the potential amenity impact on the residential flats located opposite the proposal. Although these units are slightly offset, with no direct line-of-sight to the D-poster, the display is still likely to be visible from nearby habitable rooms.

Digital displays, even when compliant with ILP guidance, can result in perceptible night-time luminance, glare, and periodic distraction due to image-change cycles. These effects may adversely affect residential amenity, and performance-based luminance restrictions alone do not fully eliminate such risks.

To ensure that amenity impacts are appropriately assessed and minimised, the applicant is requested to provide additional mitigation measures supported by a suitable impact assessment. This assessment should include line-of-sight analysis from nearby habitable rooms and quantify any potential light spill or luminance intrusion.

Mitigation measures may include, but are not limited to:

- Reduced luminance levels after dusk, supported by evidence of compliance with acceptable light spill / vertical illuminance levels at habitable room façades.
- A night-time curfew, requiring the screen to be blacked out between 23:00 and 07:00 to protect residential amenity during sensitive hours.
- Automatic ambient-responsive dimming, ensuring brightness does not exceed surrounding ambient luminance levels at any time.

These further details are required to ensure the proposal does not result in unacceptable impacts on residential amenity.

Kind regards

Craig Milligan

Environmental Health Officer

