

DELEGATED OFFICER REPORT

PROPOSAL	Advertisement Consent for proposed Installation of 1 No. Digital Advertisement Display (Illuminated).
LOCATION:	Raebarn House , Hulbert Road , Waterloooville, PO7 7GP
REFERENCE NO:	APP/25/01024
APPLICANT:	Wildstone Estates LTD
APPLICATION TYPE:	Consent to display an advertisement
CONSULTATION EXPIRY DATE:	04/02/2026
APPLICATION EXPIRY DATE:	09/02/2026
WARD:	Waterloo
SUMMARY RECOMMENDATION:	Refuse

1. Site Description

- 1.1 Raebarn House itself is a significant and prominent 4 storey building located at the end of the pedestrianised part of the London Road, within the identified Waterloooville Town Centre and Secondary Frontage (policies CS4 and AL3). The 'L' shaped building is located adjacent Hulbert Road and the roundabout, and on the corner with Curzon Road where there is a rear vehicular access to a parking area. Part of the ground floor is a retail shop (Class E), having a frontage to the pedestrianised London Road, whilst the remainder of the building is now converted to residential flats.
- 1.2 The narrow end elevation facing east onto Curzon Road is plain red brick with no openings, whereas the majority of the remainder of the building is pale render with windows. The land slopes down to the east and this elevation is the lowest point of the building and therefore to account for the slope almost 5 stories high.
- 1.3 There are traffic lights at the junction with Curzon Road, which also provide a pedestrian crossing point. There is yellow hatching in the road at the junction, and just 50m further west is the busy roundabout that links the B2150 Hulbert Road with the A3 London Road.
- 1.4 Whilst to the south-west the area is commercial, being the main pedestrianised shopping area of Waterloooville, to the north and east the area is characterised by largely residential development. Immediately to the east is a stepped four storey apartment block (Maple Brook Court) and to the north a mixed two, three and four storey assisted living complex (Homewater House). Beyond these developments more traditional detached two storey dwellinghouses prevail.
- 1.5 Hulbert Road provides a main feeder approach to Waterloooville, and when coming from the east the land rises, with the brick end elevation of Raebarn house being very visually prominent due to the natural curve of the road and it's siting forward (east) of Maple Brook Court.

2. Relevant Planning History

There is considerable planning history at Raebarn House, including changing the use of retail and office space to residential flats, and the siting of various telecommunications apparatus on the roof, but none considered relevant to this application.

3. Proposal

- 3.1 Advertisement Consent for proposed Installation of 1 No. Digital Advertisement Display (Illuminated).
- 3.2 The proposed sign would be 6m wide x 3m high x 0.06m deep and sited 4m above ground level on the east facing wall fronting Curzon Road. It is proposed to be a digital screen displaying 6 adverts, sequencing every 10 seconds. The supporting information indicates that the brightness would be 300 cd/sqm overnight from dusk to dawn, and up to 5,000 cd/sqm during the day.

4. Policy Considerations

In accordance with Section 38 (6) of the Planning and Compulsory Purchase Act 2004, this decision has been taken having regard to the policies and proposals in the National Planning Policy Framework, the Development Plan, and all other material planning considerations identified in the Planning Considerations section of the report.

The Town and Country Planning (Control of Advertisements) Regulations 2007
Planning Practice Guidance on Advertisements

Havant Borough Local Plan (Core Strategy) March 2011
CS16 High Quality Design
DM10 – Pollution

Havant Borough Local Plan (Allocations) July 2014
DM21 – Shopfronts, Signs, Security Shutters and Advertisements

Listed Building Grade: n/a
Conservation Area: n/a

5. Statutory and Non Statutory Consultations

Environmental Health

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.

HCC Highways

The Highway Authority is concerned that the screen being positioned as flat and directly behind the traffic light adjacent to Curzon Road could cause confusion to drivers. Dependant on what colour the screen predominantly displays, drivers' perception of this traffic light could be hindered, particularly at night, as the traffic light could appear to merge with the screen from a distance should similar colours be displayed on either appliance simultaneously.

This concern is amplified by the nature of the junction conjoining Hulbert Road and Curzon Road requiring drivers approaching at 40mph to make numerous decisions in quick succession. In the eyes of the Highway Authority, this increases the likelihood of the drivers being unable to distinguish the traffic lights from the advertisement board until they are far closer and too late to react. Furthermore, the presence of the pedestrian crossing at the traffic light provides drivers significantly less time to react to prevent an incident.

Recommendations

On the basis that this proposal would present an unacceptable impact on the safety of pedestrians and road users, the Highway Authority recommends an objection to this proposal.

6. Publicity and Community Involvement

This application was publicised in accordance with the Council's Local Code of Corporate Governance and the Statement of Community Involvement.

Publicity Type	Publicity Details	Start Date	End Date	Reasons
Site Notice		14/01/2026	04/02/2026	Is advertised in the public interest

Neighbouring properties consulted (as defined by the Statement of Community Involvement)

Number consulted: 160

11 Letters of Objection received, raising the following points:

As this is an illuminated advertising panel, this will impede the quiet enjoyment of my property; especially glare into the bedroom during the night - even with curtains and blinds. If this is approved, I will expect a reduction in council tax. An advertising panel of this magnitude is NOT a necessity and I don't want advertisements thrust in my face every single day.

The position and size of the proposed advertising screen will have a dramatic effect on my health as it will impact on my sleep and daily life. As it is I have to contend with loud "music" blaring from vehicles leaving Pure Gym at all times of day and night plus, the sound of car horns because vehicles do not move when the traffic lights go green. I fear this will be an added distraction for motorists adding to the already unnecessary noise. I cannot see who will benefit from this, apart from the company installing it and the building owner of Raebarn House. Reflecting the other comment, will my Council Tax be reduced?

This is going to disturb my way of living due to the glare caused by the screen. The proposed positioning of this will mean I look out on it every day which I don't want.

We don't want the digital advertisement display.

This is absolutely ridiculous! I cannot believe this is even a possibility? Will shine into bedrooms.
It is already not the quietest of locations, with the traffic to and from the town centre, as well as the 24 hour gym, which vehicles are leaving all hours of the day.

I would have no issue at all if the advertisement board was on during day time hours. From 7am-7pm. But having a huge TV screening shining into bedrooms is cruel and should be able to sleep without distractions. Either this needs to be only on during certain hours, or it shouldn't be up at all.

I imagine my council tax will be reduced due to this? I would expect it to be at least halved for this huge disruption!

It is nothing but greed from a large company wishing to advertise. There are plenty better areas I could think of to advertise! Such as built up places like north end. The only people who are likely to look at the advertisement boards in the Waterlooville area are pensioners! As 80% of the Waterlooville area are made up of residents over the age of 70.

Think it's outrageous also that there has been no notification or letter to the tenants of Maplebrook Court regarding this? When we are the ones effected? Absurd!

Officer comment – letters were sent to all occupiers of Maple Brook Court

This illuminated sign will shine directly into bedrooms impacting on sleep and vision from the window. I strongly object to this sign. This is also a very busy crossing and I fear the sign will have a negative effect on the concentration of drivers who need to remain focused in this area.

light pollution
Going to be a hazard to traffic on an already busy road. Not good for the environment either. No.
Waterlooville is already in decline. Adding a digital display of this size will just degrade the area further. The flats this atrocity will be attached to will be devalued. There is also a genuine risk of traffic distraction at this extremely busy junction not to mention light pollution. Totally disagree with this application.

Material planning considerations are addressed in Section 7.

7 Planning Considerations

- 7.1 The Town and Country Planning (Control of Advertisements) (England) Regulations set out that applications for the display of advertisements can only be considered in relation to the interests of amenity and public safety, having regard to the development plan and any material considerations. It is also noteworthy that the actual content and colour of the sign is not a material consideration. Therefore, having regard to the relevant policies of the development plan it is considered the main issues arising from this application are:
- i) Impact on Amenity
 - ii) Impact on Public Safety
- i) Impact on Amenity
- 7.2 Regulation 2 of the Town and Country Planning (Control of Advertisements) Regulations 2007 defines 'amenity' as including aural and visual amenity. Regulation 3 then clarifies that factors relevant to 'amenity' include the general characteristics of the locality.
- 7.3 The site's locality does not include any important historic or architectural features but is characterised by residential development either side of a busy dual carriageway. The end elevation of the building on which the advert would be placed is a large blank wall and the scale of the sign proposed is considered appropriate in size relative to the elevation. However, this east side of the building is completely visually removed from the western commercial side of the building. The London Road frontage does include other examples of fascia signs and adverts for businesses, but at the rear of the building there is just a sign for the customer parking from Curzon Road and a modest sign above the rear recessed entrance of the retail shop. Neither of these signs are visible from Hulbert Road.
- 7.4 The key vista of the site, when approaching up Hulbert Road from the east, does not include any adverts at all. It is considered that the introduction of a large advert hoarding measuring 6m x 3m and displaying rotating adverts, would be a completely alien feature to the otherwise residential character of the area. It would dominate the surroundings and be visually out of keeping with the area.
- 7.5 The fact that the sign would be internally illuminated is also considered visually intrusive to neighbouring amenity. The glare and illumination from the sign 24/7 would be obliquely visible from inside some of the flats at Maple Brook Court and Homewater House. This would result in visual disturbance, especially at night, and be harmful to residential amenity.

- 7.6 Policy DM21 of the Local Plan specifically relates to advertisements and requires them to be appropriate to the character of their surroundings, and the level of illumination should not result in significant levels of light pollution detrimental to the amenity of the local area. Policy DM10 relates to pollution and seeks to protect nearby occupiers from, amongst other pollutants, light pollution. It is considered that the proposed large, illuminated sign placed in a primarily residential area would be contrary to both these policies and would be harmful to the visual amenity of the area. It is however acknowledged that the digital advert would be unlikely to generate any audible noise to be harmful to aural amenity.

ii) Impact on Public Safety

- 7.7 Regulation 3 of the Town and Country Planning (Control of Advertisements) Regulations 2007 specifies that factors relevant to 'public safety' include all aspects of the safety of persons using any highway, and whether the advert is likely to obscure or hinder the ready interpretation of any traffic sign.
- 7.8 In this case the sign would be sited immediately adjacent a set of traffic lights that also act as a pedestrian crossing. The Hulbert Road is a busy dual carriageway, classified a B road, with 40mph speed limit. There is a third left filter lane at the approach to the lights. From this easterly direction the proposed advert would sit directly behind the southernmost traffic light. It would provide a backdrop to the traffic light and as a rotating illuminated advert would be a distraction to the interpretation of the traffic signal.
- 7.9 As noted by the Highway Authority the advert would cause confusion and the drivers' perception of the traffic light could be hindered as the traffic light might appear to merge with the screen if similar colours are displayed simultaneously. This could result in a danger to highway safety as response times may be impacted.
- 7.10 Due to the sloping approach and natural curve of the road, when approaching from the east on the Hulbert Road, the site is highly prominent from long distance views. As such the sign would be highly visible from a long way back and it is also considered that drivers might watch the rotation of the signs rather than focus on the approaching traffic lights.
- 7.11 Policy DM21 of the Local Plan also requires adverts to not negatively impact highway safety for both vehicular and pedestrian safety. It is considered that the siting of the proposed advert immediately adjacent a busy junction with traffic lights would hinder the interpretation of the traffic lights and could result in harm to vehicular and pedestrian safety, contrary to policy DM21.

8 Conclusions

- 8.1 The siting of the proposed large digital display sign on the east elevation of Raebarn House, next to a traffic light junction, in a residential area, is considered harmful to both amenity and public safety. It is therefore recommended to refuse advertisement consent.

9. RECOMMENDATION:

That the Development Manager be authorised to Refuse application APP/25/01024

Reasons for Refusal:

1. The proposed 6m x 3m digital advertisement display would be visually out of keeping with the residential character of the locality which does not feature other advertisements. The glare and illumination from the image-change cycle would adversely affect the visual amenity of neighbours and would be prejudicial to the visual amenity of the wider area. It is therefore contrary to policies CS16 and DM10 of the Havant Borough Local Plan (Core Strategy) 2011, policy DM21 of the Havant Borough Local Plan (Allocations) 2014, Planning Practice Guidance on Advertisements, and the National Planning Policy Framework.
2. The proposed sign, by reason of its siting and method of display, would constitute a distraction to drivers and a hazard to road users. It is therefore contrary to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011, policy DM21 of the Havant Borough Local Plan (Allocations) 2014, Planning Practice Guidance on Advertisements, and the National Planning Policy Framework.

Informatives:

In accordance with paragraphs 38-50 of the NPPF Havant Borough Council (HBC) takes a positive and proactive approach and works with applicants/agents on development proposals in a manner focused on solutions by:

Offering a pre-application advice service, and

Updating you of any issues that may arise in the processing of your application and where possible suggesting solutions, and,

In this instance:

Your application is considered unacceptable for the reasons set out in this Decision Notice.