

DELEGATED OFFICER REPORT

PROPOSAL	Erection of a D6 small format Digital LED Advertising Display
LOCATION:	87 Havant Road, Emsworth, PO10 7LE
REFERENCE NO:	APP/25/00614
APPLICANT:	Wildstone Estates Limited
APPLICATION TYPE:	Consent to display an advertisement
CONSULTATION EXPIRY DATE:	26/02/2026
APPLICATION EXPIRY DATE:	15/09/2025
WARD:	Emsworth
SUMMARY RECOMMENDATION:	Approve with Conditions

1. Site Description

- 1.1 The application site comprises an established service station occupying a corner plot to the north-east of the junction between Havant Road and Nore Farm Avenue, with access points from both roads. The forecourt is laid to concrete and accommodates four petrol pump islands with overhead canopy and a single storey flat roofed retail unit and former MOT centre of brick construction. There is an illuminated pylon sign located to the south of the site displaying prices and products.
- 1.2 The area immediately surrounding the application site is mixed, with residential properties to the north, east, and south-east whilst the land on the opposite side of Havant Road to the south-west is open fields. To the west on the opposite side of Nore Farm Avenue there is a detached building used by an accountancy firm and beyond is The Ropemaker hotel and gastro pub.

2. Planning History

APP/22/00140. Retention of 1No. Internally illuminated 6.5m pylon sign. PERMIT

APP/16/00549. External refurbishment of forecourt shop. PERMIT 08/07/2016.

3. Proposal

Erection of a D6 small format Digital LED Advertising Display

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.

Havant Borough Council Borough Design Guide SPD December 2011
Havant Borough Council Parking SPD July 2016
Chichester Harbour Management Plan 2024-2025
Havant Borough Council and Chichester District Council Joint SPD - Chichester Harbour Area of Outstanding Natural Beauty

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

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

Havant Borough Local Plan (Allocations) July 2014
AL1 (Presumption in Favour of Sustainable Development)
DM21 (Shopfronts, Signs, Security Shutters and Advertisements)

Emsworth Neighbourhood Plan Post Examination Version 2020
D1 (General Design Policy)

Listed Building Grade: N/A

Conservation Area: N/A

5. **Statutory and Non Statutory Consultations**

Environmental Health

The proposed LED advert display is not anticipated to result in light intrusion or nuisance to residential dwellings. Environmental Health (pollution) has no adverse comments regarding the proposals.

County Highways Team (1)

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.

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.

Officer Comment

In response to the above comments the agent has worked with the Highway Authority and has revised the proposed location of the signage.

County Highways Team (2)

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

The applicant has provided an updated site plan 25542 PA 03 which shows that the proposed advertising board has now been relocated off of the publicly maintainable highway. Given that this resolves our only previously outstanding issue with this proposal, the Highway Authority are now content with this proposal.

Recommendations

The previous concerns with the application have been addressed and therefore the Highway Authority have no objection to the proposals subject to the following conditions:

LUMINANCE

The illumination of the consented sign(s) shall be no greater than 400cdm/2 and no light source shall be visible from the highway.

Reason: In the interests of highway safety

Officer Comment

Highways previously commented that the proposed luminance levels of 300 cd/sqm during nighttime and 5,000 cd/sqm in daytime were acceptable for a semi-rural area (E2 Zone) and have since confirmed this. The recommended conditions have therefore been worded in accordance with the relevant maximum luminance levels.

6. Publicity and Community Involvement

This application was publicised in accordance with the Council's Code of Practice for Publicity of Planning Applications approved at minute 207/6/92 (as amended), as a result of which the following publicity was undertaken:

Number of neighbour notification letters sent: 6

Number of site notices: 1

Publicity Type	Publicity Details	Start Date	End Date	Reasons
Site Notice	Initial display	17/09/2025	08/10/2025	Is advertised in the public interest

Statutory advertisement: N/A

Number of representations received: 0

Comment	Officer Comment
No comments received.	

Material planning considerations are addressed in Section 7.

7 **Planning Considerations**

- 7.1 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. Having regard to the relevant policies of the development plan it is considered that the main issues arising from this application are:

- (i) Impact on visual amenity
- (ii) Impact on public and highway safety
- (iii) Effect upon residential amenity

- 7.2 The proposal relates to a single small format digital LED advertising board within the forecourt of the service station.

- (i) Impact on visual amenity

- 7.3 The Planning Practice Guidance indicates that 'visual' and 'aural' amenity should be taken into account. Policy DM21 requires signs to be appropriate in size, scale and design to the character of the building and surroundings and should not result in a cluttered appearance. In this case there would be no aural sound from any of the proposed signs, and the PPG indicates that it is the visual effect on the immediate neighbourhood where passers-by will be aware of the advertisement that should be taken into account.

- 7.4 The proposed sign would be small in scale, being 2.4m in height and 1.23m wide with a thickness of 0.22m. It would be located just inside and immediately to the east of the access point from Havant Road, facing westward in towards the forecourt. The proposed LED board would be located on the west facing side of the sign only and would display up to six adverts, cycling every ten seconds. The location of the board would be somewhat set back from the highway such that it would be visible primarily to users of the service station with limited impact on the highway and adjacent footpath. The brightness of the display would be 300 cd/sqm from dusk to dawn and up to 5,000 cd/sqm at all other times dependent on time of day/year and ambient conditions, which are the recommended maximum levels for a semi-rural area. The brightness would be adjusted by a light sensor built into the sign and it is recommended that maximum light levels and the frequency at which the display changes are restricted by conditions.

7.5 The scale and luminance levels of the proposed signage are appropriate to the nature of the surrounding area. Therefore, the proposal would not have a significant or negative impact upon the visual amenity or character of the application property or area, and the proposal is considered to comply with the requirements of policy DM21 of the HBLP (Allocations) and the guidance in the PPG.

(ii) Impact on public and highway safety

7.6 Regulation 3 of the Town and Country Planning (Control of Advertisements) Regulations 2007, provides some guidance on what factors are relevant to public safety considerations, which includes all considerations relevant to the safe use and operation of any form of traffic or transport on land (including pedestrians), over water or in the air.

7.7 The Highway Authority were consulted and initially raised concerns over the location of the proposed signage on highway land, although not the proposed luminance level. The location was subsequently revised and the Highway Authority have since confirmed that they have no objection to the proposals, subject to a condition restricting illumination.

(iii) Effect on residential amenity

7.8 Whilst there are residential properties adjacent to the site, the proposed sign would be located in such a way that it would only be visible from the public realm or at a distance from commercial property on the opposite side of Nore Farm Avenue. It is noted that No.85 Havant Road is well screened from the service station by mature hedge planting.

7.9 The Council's Environmental Health team were consulted and have commented that the proposals do not introduce concerns of potential adverse impacts to nearby residents.

7.10 Owing to the scale of the proposed signs and their position relative to the host property and surrounding development the proposal would not have a significant negative impact upon residential amenity. The illumination levels proposed would be appropriate to the location of the property and would be restricted by condition in respect of luminance.

8 Conclusions

8.1 The proposed signs are considered to be acceptable and the application is therefore recommended for advertisement consent.

9. RECOMMENDATION:

That the Development Manager be authorised to GRANT ADVERTISEMENT CONSENT for application APP/25/00614 subject to the following conditions.

Conditions:

1 The development hereby permitted shall be carried out in accordance with the following approved plans:

Site Location Plan 25542 PA 01 received 18 February 2026
Proposed Site Plan 25542 PA 03 received 18 February 2026
Existing and Proposed Elevations 25542 PA 05 received 18 February 2026
Specification 25542 PA 06 received 18 February 2026
CGI 25542 PA 07 received 18 February 2026
Covering letter from Stantec dated 18 July 2025

Reason: To ensure provision of a satisfactory development.

- 2 The illumination of the consented sign shall be no greater than a maximum of 300 cd/m² during the hours of darkness. In daylight hours, the advertisement display luminance shall be controlled in order to reflect ambient light conditions to ensure it is neither too bright or too dull, and shall at all times be no greater than 5,000 cd/m². No light source shall be visible from the highway.

Reason: In the interests of visual and residential amenity and highway safety, having due regard to policy CS16 of the Havant Borough Local Plan (Core Strategy) 2011 and policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.

- 3 Unless otherwise permitted, the minimum display time for each advertisement shall be 10 seconds and the advertisement shall not include any features which would result in interactive messages / advertisements being displayed.

Reason: In the interests of visual amenity and highway safety, having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.

- 4 The interval between successive advertisements shall be no greater than 1 second and the complete display shall change without effect. The display shall include a mechanism to default to a blank or black screen in the event of malfunction, or if the advertisement is not in use.

Reason: In the interests of visual amenity and highway safety, having due regard to policy DM21 of the Havant Borough Local Plan (Allocations) 2014 and the National Planning Policy Framework.

Informatives:

- 1 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:

- You were updated about issues after the initial site visit.