

Universal Services
The Castle
Winchester, Hampshire SO23 8UD

Telephone 0300 555 1375
Fax 01962 847055
www.hants.gov.uk

Havant Borough Council
Civic Offices
Civic Centre Road
Havant
PO9 2AX

Enquiries to	Louis Aplin-Haynes	My reference	060788
Direct Line	N/A	Your reference	APP/26/00268
Date	22 June 2026	Email	havantdc@hants.gov.uk

For attention of Ms Sheath

Dear Madam

Re: APP/26/00268 At Unit 8A, Wellington Retail Park, 2 Hambledon Road, Waterlooville, PO7 7FG

Advertisement consent for 1 No. Facia panel with green background with white illuminated Starbucks lettering (Internally Illuminated); 1 No. Siren Logo onto green background (Internally Illuminated).

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

This application seeks approval for the creation of 2 pieces of illuminated signage measuring approximately 14.3m² and 4.57m² whilst both emitting a luminance of 320cd/m². It should be noted that in accordance with the guidance set out in the ILP GN01 'Guidance notes for the reduction of obtrusive light', in an E4 Urban area the area of an illuminated sign face which exceeds 10m² is not permitted to emit a luminance greater than 300cd/m².

Subsequently, whilst the Highway Authority are content with the proposal for the 4.57m² fascia sign, the 14.3m² fascia sign is not currently acceptable as it emits a luminance which exceeds the maximum permitted level for its scale. The applicant should reduce the luminance of this signage to 300cd/m² to accord with the above guidance. Ultimately, as no other issues have been identified within this application, and as only a minor decrease in luminance is necessary, the Highway Authority are content for this matter to be conditioned prior to approval.

Recommendations

Director of Universal Services
Patrick Blogg

These proposals have been considered and in review are not anticipated to result in a significant impact to the safety or operation of the local highway network. Therefore, the Highway Authority have no objection to the proposals subject to the following condition:

Condition

Prior to approval, the applicant shall provide confirmation that the area of any illuminated sign faces which exceed 10m^2 will not emit a luminance which exceeds 300cd/m^2 .

Reason – to avoid dazzling passersby.

Yours faithfully,

Louis Aplin-Haynes
Assistant Transport Planner - Highway Development Planning
Universal Services