

Eastleigh Borough Council
Eastleigh House
Upper Market Street
Eastleigh
SO50 9YN

Enquiries to	Matt Grantham	My reference	057053
Direct Line	N/A	Your reference	A/25/99317
Date	25 June 2025	Email	eastleighdc@hants.gov.uk

For attention of Mr Chapman

Dear Sirs

**Re: A/25/99317 At THE LAPSTONE, BOTLEY ROAD, FAIR OAK,
EASTLEIGH, SO50 7AP**

**Retrospective application for erection of freestanding illuminated
advertisement**

In regard to application A/25/99317, having reviewed the information contained within the application pack, there would be no objection to the proposals from a highway perspective, subject to the following condition being applied.

The signage is located in a position outside of the required visibility splays, and in terms of illumination, the daytime levels of 2,500 cd/m² fall within the guidance levels for digital signage. However, during periods of nighttime / dusk, the luminance levels will need to be reduced accordingly to reduce glare for passing road users. Onwards, the changing of any screen images should be limited to a period of no change of at least 5 seconds, and due to the sign being adjacent to the highway, no video / motion should be permitted.

CONDITION:

AMOUNT OF ILLUMINATION

Digital signs with changing images should be limited to a minimum time between change of at least 5 seconds; video/motion shouldn't be shown

where viewed by drivers; daytime sign luminance not to exceed 2,500 cd/m² and at nighttime / dusk sign luminance should not exceed 1,000cd/m².

Reason: In the interests of highway safety/amenity.

Yours faithfully,

Matt Grantham
Principal Transport Planner - Highway Development Planning
Hampshire 2050