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Enquiries to	Ken Dudley	My reference	054982
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Date	18 November 2024	Email	

For attention of Ms Fox

Dear Sirs

**Re: APP/24/00844 At 1 Elettra Avenue, Waterlooville, PO7 7XW
Advertising consent to remove existing signage and install new
illuminated and non-illuminated Toyota brand signage - 2 x Facia -
illuminated, 1 x Facade screen - Illuminated, 1 x Totem - Illuminated, 1 x
Direction sign, 1 x Archway - Illuminated.**

I refer to the consultation relating to the above planning application and would make the following comments.

A review of the Extent of Highway here confirms that no signage is proposed within the highway boundary. The Highway Authority are satisfied that the locations, extent of wording shown on the proposed signage and the level of luminance of the proposed illuminated signage, would not result in an unacceptable level of distraction to highway users.

Having regards to the above comments the Highway Authority would recommend no objection subject to the following condition -
The illumination of the consented signs shall be no greater than the maximum of 380 candela per square metres and no light source shall be visible from the highway.

Reason: In the interests of highway safety.

Yours faithfully,

Ken Dudley

Consultant Transport Planner - Highway Development Planning
Hampshire 2050

Deputy Chief Executive and Director of Hampshire 2050
Gary Westbrook