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Date	14 January 2026	Email	havantdc@hants.gov.uk

For attention of Ms Pickup

Dear Madam

Re: APP/25/01024 At Raebarn House , Hulbert Road , Waterloooville, PO7 7GP

Advertisement Consent for proposed Installation of 1 No. Digital Advertisement Display (Illuminated).

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

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

Deputy Chief Executive and Director of Hampshire 2050
Gary Westbrook

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.

Yours faithfully,

Louis Aplin-Haynes
Assistant Transport Planner - Highway Development Planning
Hampshire 2050