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Date 26 June 2024

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Dear Ms Campbell-Best,

30 HIGH STREET, BOTLEY, S030 2EA

Retention of signage to front elevation comprising 1no. non-illuminated fascia sign and 1no. internally illuminated barber pole (Amended description and plans)

In regard to application A/23/95257, it is noted that since the original HCC Highway consultation response dated 09 November 2023, the description and signage types has been amended for the application.

Having reviewed this information, there would be no objection subject to the condition outlined below being applied.

The non-illuminated fascia sign remains flat to the building line and non-illuminated, and as such will not cause any obstruction to passing pedestrian movements or distraction to passing motorists.

With regard to the illuminated barber pole which has now been added, plans demonstrate that this is of sufficient height not to interfere with pedestrian movement below. However, it is illuminated and no details of luminance levels have been provided. As such, the following condition should be applied.

*Director of Hampshire 2050
Garry Westbrook*

CONDITION:

AMOUNT OF ILLUMINATION

The illumination of the consented barber pole shall be no greater than 600 candela per square metres and no light source shall be visible from the highway.

Reason: In the interests of highway safety/amenity.

Yours sincerely,

Matt Grantham

Director of Hampshire 2050
Gary Westbrook