

Subject:

FW: Proposed digital advertising screen, Castlegate, Huddersfield

From: Sam Dewar [mailto:s.dewar@dpapanning.co.uk]

Sent: 07 July 2019 11:41

To: William Simcock <William.Simcock@kirklees.gov.uk>

Subject: Re: Proposed digital advertising screen, Castlegate, Huddersfield

Regarding your comments raised by your environmental health officer I would like to comment as follows:

- a) *The proposed hours of operation of the lighting* - The illuminated sign would operate 24/7. However, if required we can alter this to turn off on selected hours if requested. From a commercial perspective we would like to avoid this however at the same time we would work you on this if necessary.
- b) *The location and specification of all of the luminaires* - The location of all luminaires would situate only on the LED panels. With each lumen 8mm apart in the 18 sq/m of LED panels.
- c) *The proposed design level of maintained average horizontal illuminance for the areas that needs to be illuminated* - See e) below.
- d) *The predicted vertical illuminance that will be caused by the proposed lighting when measured at windows of any properties in the vicinity* - See e) below.
- e) *The measures that will be taken to minimise or eliminate glare and stray light arising from the use of the lighting that is caused beyond the boundary of the site* - There will be automatic brightness sensor will turn the display down to 1-4% of its maximum brightness to eliminate glare. Any image will only be illuminating 50% of the LEDs power during full daylight. Lumens in the region of 1800 lumens/500 nit. (only as bright as a TV in your house)
- f) *The methods of switching and controlling the lighting so that it is only operated at the permitted times and at times when it is required* - The brightness can be controlled remotely via cloud software. However this would be programmed to work off the brightness sensor present at the screen. Override available if required.

If this could be sent to your environmental health officer we may be able to avoid any conditions?

If I can be of any further assistance please do not hesitate to get in touch.

Kind regards

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Dewar Planning Associates