

Consultation Response from: KC Environmental Health (Pollution & Noise Control)		
2019/91883 adj, Castlegate, Huddersfield		
Advertisement Consent for erection of digital advertising screen (within a Conservation Area)		
Date Responded: 31 July 2019	Responding Officer: Richard Hume	Responding Ref: WK/201913974
In our previous response dated 28 June 2019 we recommended a condition that required additional information from the applicant. An email from Sam Dewar of Dewar Planning Associates dated 7 July 2019 provides additional information. The proposed digital advertising screen will be an 18m² (6m x 3m) backlit LED advertising screen. The display will not have any moving imagery, the advertisements will change instantaneously every 10 seconds. The screen will be fitted with a light detector that will cause the brightness of the display to reduce as ambient light levels get lower. The brightness is predicted to be 500nit (i.e. cd/m²). The proposal is for the advertisement to operate 24 hours a day but the applicant is prepared to have the display off at times if required. I have considered the proposals in relation to the guidance published in the <i>Professional Lighting Guide (PLG) 05 - The Brightness of Illuminated Advertisements</i> by The Institution of Lighting Professionals (2014). I consider the location of the advertisement to be an Environmental Zone E3 (medium district brightness). The guidance recommend that for a display of this size the luminance of any part of the display should not exceed 300 cd/m² during times of darkness. It also recommends that the luminance should not exceed 5,000 cd/m² during daylight times. I consider that the proposals in this application are within the recommendations of the guidance but require a condition to ensure that it is operated in accordance with the proposals The need for the advertisement to be illuminated 24 hours a day is questionable, it will only be seen by a limited number of people throughout the night. I consider that it would be appropriate for the advertisement no not be lit between 01:00 – 06:00am Recommended Condition LC3b <i>Illuminated Media Screen Advertisement - Condition</i> The illuminated media screen advertisement shall:- • be installed and maintained thereafter in accordance with the approved plans • avoid causing glare by being fitted with a light sensor to automatically control the brightness of the display relative to ambient light levels and at no time shall the luminance exceed 5,000 cd/m² at any part of the media screen during the times of daylight (dawn to dusk) and shall not exceed 300 cd/m² at any part of the media screen during the times of darkness (dusk to dawn) • not operate between the times of 01:00 to 06:00am • only have images that are not moving in any way and that change no more frequently		

than once every 10 seconds and only change with an instantaneous change.

Reason: To safeguard public safety by controlling glare, preventing an excessively distracting display and to promote sustainable development in accordance with Policy