Consultation Response from: KC Environmental Health (Pollution & Noise Control)		
2021/90330 – Perrys Motor Sales Ltd, Northgate, Huddersfield HD1 6AP		
Advertisement consent for erection of illuminated and non-illuminated signs		
Date Responded: **04 Mar 2021**	**Responding Officer:** **Richard Hume**	**Responding Ref:** **WK/202103958**

Each of the proposed illuminated advertisements are smaller than $10m^2$ with a proposed static illuminance are 400 cd/m^2. These proposals meet the recommendations in guidance provided in *Professional Lighting Guide (PLG) 05 - The Brightness of Illuminated Advertisements* by The Institution of Lighting Professionals (2014). A condition requiring the lighting to be operated in line with the proposals is however necessary.

Recommended condition

LC3a Illuminated Advertisements - Condition
The illuminated advertisement herby permitted shall:

- be installed and maintained thereafter in accordance with the approved plans
- have a luminance not exceeding $400cd/m^2$ at any part of the illuminated area.
- have light sources that are not be directly visible from any usual viewing angle, in particular by drivers of vehicles on highways or pedestrians or from nearby premises.
- have illumination that is not flashing, intermittent or changing
- have the illumination turned off if any of the above requirements are not being met.

Reason: To safeguard the amenities of the occupiers of nearby properties and promote sustainable development in accordance with Policy PLP52 of the Kirklees Local Plan (as modified) and Chapters 2 and 15 of the NPPF