

Consultation Response from: KC Environmental Health (Pollution & Noise Control)		
2022/92224 122, Lockwood Road, Lockwood, Huddersfield, HD1 3QX		
Advertisement consent for erection of 1 x 48 sheet gable mounted digital advertising display unit		
Responding Date: 18th August 2022	Responding Officer: Shirley Reynolds	Responding Ref: WK202226850
<u>Comments</u> We have reviewed application 2022/92224 for the erection of an illuminated advertising display at 122 Lockwood Road, HD1 3QX and considered the plans/supporting documents. Artificial Lighting The application states a surface area of the illuminated advertisement to be 3.2x6.2m (surface area greater than 10m²), with static illuminance levels of 600cd/m². This is contrary to the lighting levels given in table 1 of the Institute of Lighting Professionals, Professional Lighting Guide (PLG)-05 for an advertisement of greater than 10m². There are no proposed hours of use within the application. The Lockwood Road Planning Statement by Chris Welbourne, ref: HD10, dated 29th June 2022 states:- " It is acknowledged that there are some residential dwellings in the locality, however, these properties are considered to be sited at a significant distance from the application site, and any views of the proposed display from these premises would be oblique and incidental, as the display would not face directly onto these properties. No harm to the occupiers of these premises by way of loss of light or outlook is likely to occur, and so the proposed display would not have any significant detriment to residential amenity." This is inaccurate at best as there are residential properties indicated on our mapping systems that have windows directly opposite the proposed development at a distance of approximately 28m. We have serious concerns regarding this application as stray light/glare and importantly the change in contrast that the different images that static advertisements create, can rise to loss of amenity to nearby sensitive residential properties situated at St Stephens Road and Lockwood Road, particularly inside living rooms after darkness has fallen and in bedrooms at night time. The Institute of Lighting Professionals, Professional Lighting Guide (PLG)-05 in Table 1, gives maximum permitted illuminance levels for a sign with a surface area greater than 10m² as 300cdm², it also suggests additional controls for illuminated advertisements and questions the necessity to operate illuminated signs throughout the whole of the night time period, no evidence has been provided to support the need for the illuminated advertising display to remain illuminated throughout the night. Due to inaccuracies within the planning statement and illuminance levels that do not meet current guidance we cannot support the application at this time.		

