

<b>Consultation Response from: KC Environmental Health (Pollution &amp; Noise Control)</b>		
<b>2023/92348 - Longley Park Motors Ltd, The Triangle, Paddock, Huddersfield, HD1 4RU</b>		
<b>Advertisement consent for erection of illuminated signs</b>		
<b>Responding Date: 20 November 2024</b>	<b>Responding Officer: Mohammed Nasim</b>	<b>Responding Ref: WK202435473</b>
<p><b><u>Comments</u></b></p> <p>In accordance with table 3 of the Professional Lighting Guide (PLG) 05 - The Brightness of Illuminated Advertisements from The Institution of Lighting Professionals (2014), we have deemed the site lies in Environmental Zone E3 - Suburban.</p> <p>The applicant has submitted a Proposed Signage specification by Butterfield Signs dated 19 August 2024 Ref 143466A showing the following illuminated signs, their respective sizes and level of illumination -</p> <p><u>Sign 1 – Double Sided Pylon Sign</u>          6m x 1.2m = 7.2m<sup>2</sup>          2.46 x .53 = 1.3m<sup>2</sup>          Total = 8.5m<sup>2</sup>          Illuminated to 300cd/m<sup>2</sup></p> <p><u>Sign 2 – Fascia Band Sign x3</u>          15m x 0.75m = 11.25m<sup>2</sup>          Illuminated to 300cd/m<sup>2</sup></p> <p>In accordance with table 4 of the guidance document, the level of illumination is accepted. However, the applicant has failed to state whether all illuminated signage is on a timeclock and that there will be no illumination between 2300hrs through to 0700hrs daily. The Planning Officer is advised to seek this information prior to determination. If deemed acceptable, then a condition is recommended to ensure the illuminated signage is installed as per the submitted information and respective guidance in the interests of protecting the amenity of neighbouring properties.</p> <p><b><u>Recommendations</u></b></p> <p><b>LC3b Illuminated Media Screen Advertisement - Condition</b>          Before the development is brought into use, the illuminated media screen advertisement shall be installed in accordance with the submitted information. Once installed, the Illuminated Media Screen Advertisement shall be maintained in accordance with the Professional Lighting Guide (PLG 05) from the Institution of Lighting Professionals.</p> <p><b>Reason:</b> To safeguard the amenities of the occupiers of nearby properties and promote sustainable development in accordance with Policy LP52 of the Kirklees Local Plan and Chapters 2 and 15 of the NPPF.</p>		