

Susan Haley

From: Aishwarya Reddy
Sent: 27 May 2025 09:43
To: Susan Haley
Subject: FW: BE/46/25/A: LED screen, Richmond Motor Group, Saltbox Road
Attachments: DS-D4239CD-1AAB_Datasheet.pdf; Declaration of Intent - LED sign.pdf; Illumination guidelines.pdf

Importance: High

Follow Up Flag: Follow up
Flag Status: Flagged

Please can the following documents be uploaded to the application asap.

Kind regards,

Aishwarya Girish Reddy
Planning Officer(Development Management), Planning


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Sent: 14 May 2025 15:17

To: Aishwarya Reddy <Aishwarya.Reddy@arun.gov.uk>

Subject: BE/46/25/A: LED screen, Richmond Motor Group, Saltbox Road

Importance: High

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Aishwarya

We note that Environmental Health have responded to the above planning application with a 'holding objection' as follows:

"I have reviewed the above application and while I have no objections in principle the information provided is not satisfactory to be able to assess the impact from the illuminated sign. In order to alleviate our concerns, we need to see evidence that the proposed sign complies with the Institution of Lighting Professionals guidance PLG05 The Brightness of Illuminated Advertisement."

The applicant has spoken with their supplier, and we have attached the specification sheet, along with a declaration of intent from the Managing Director of the equipment supplier. Additionally, included is the Institution of Lighting Professionals' guidance for reference.

The supplier has also provided the following clarification regarding brightness levels:

- The maximum brightness of the screen, when fully white, is 4500 nits (4500 cd/m^2), as outlined in the technical specifications. This remains below the specified daytime maximum of 5000 cd/m^2 , with the actual operational level maintained at 66% of this limit.
- At nighttime, the brightness is reduced to 10% of the maximum, ensuring it remains well within the recommended guidelines.

I trust this documentation provides sufficient evidence to address the holding objection. However, please do not hesitate to contact me, should you require any additional information.

Regards

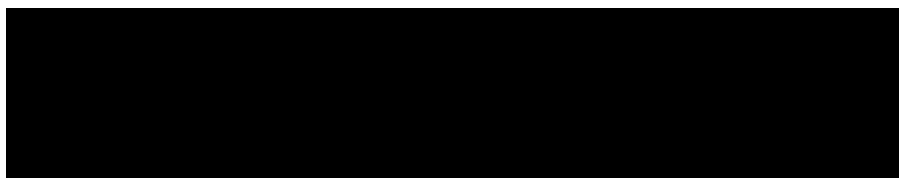
Steven

Steven Dorricott

Associate Director



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📍 Southampton Office: Suite E, Ferry House, Canute Road, Southamp



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