

Re: Proposed Alterations to Co-op, High Street, Tean, ST10 4DY

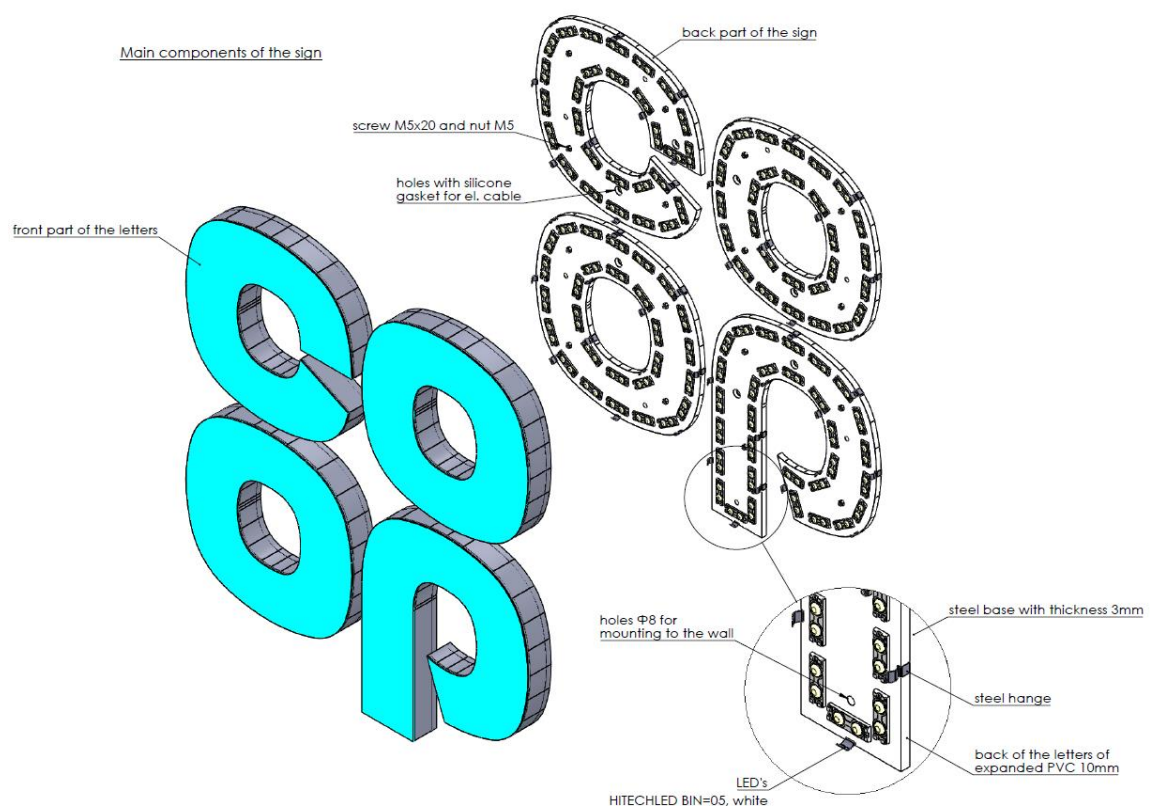
Local Authority: Staffordshire Moorlands District Council

The basis of the statement is to justify the proposal to the property, which is to replace the external signage with new.

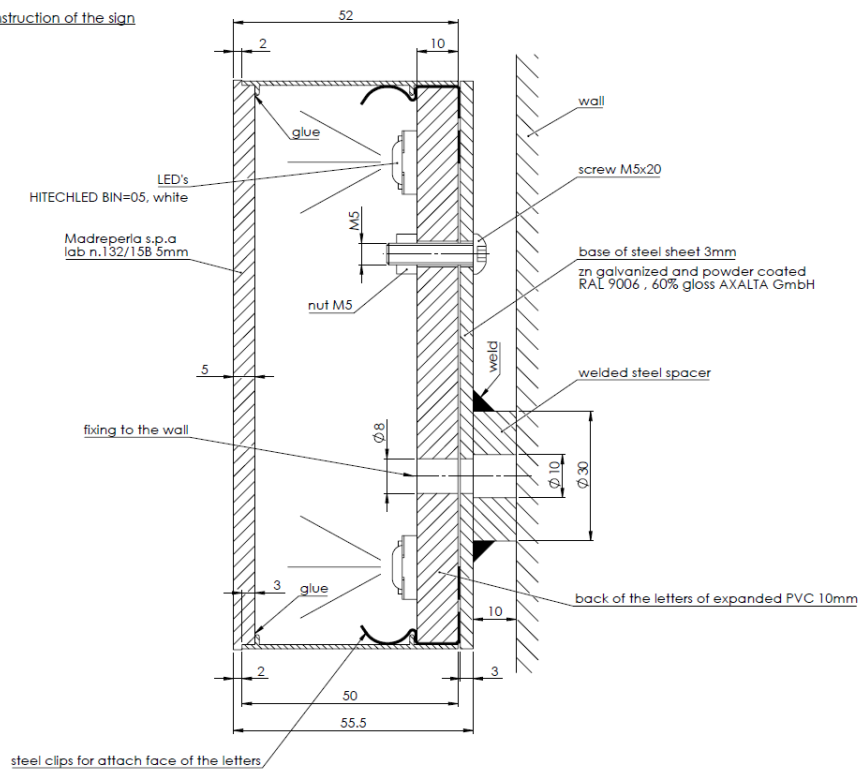
1. Technical specification
2. Potential impact especially for illuminated adverts
3. Explanation of how the nuisance from lighting has been minimised/prevented.

1. Technical Specification

1.1 600mm high internally illuminated logo, on totem.



Principle construction of the sign



1.2 Trough light above logo – on front, side elevation & also the projector

- Spec sheet is attached with full details of the trough lights used.

2. Potential impact especially for illuminated adverts**Light pollution**

The signage incorporates the use of artificial light which has a potential of creating light pollution. The site is not located within close proximity of National Parks or nature reserves which could be disturbed by light pollution. However, it is located within close to a residential property and on the main road.

3. Explanation of how the nuisance from lighting has been minimised/prevented.

Firstly, to minimise the level of illumination, the proposed signage features trough lit illumination to the front and side elevation over the Co-op logo's only – not the whole fascia background. The illumination is also static, not intermittent, which contributes to eliminating distraction to the drivers and nuisance to the residents.

Secondly, according to "The Brightness of illuminated Advertisements, Professional Lighting Guide 05", the luminance of our proposed signage is significantly below the maximum level of allowed candelas per square metre. The luminance of the proposed signage is 300 candelas per square metre.

Additionally, a dimmer switch can be added to the totem sign which has an internally illuminated logo and can reduce the candelas level if required.

Furthermore, the illumination is used during the trading hours only, and will be switched off at night time after the store closure, as to not cause nuisance to the neighbourhood and the road users throughout the night.