



LIGHTING ASSESSMENT

Application for advertisement consent – Land at Macclesfield Rd at Leek Hockey Club Leek

- The light source will be in the form of a modular display screen made up of LED tiles.
- The luminance level of the display will be controlled by ambient light sensors, which will dynamically adjust the brightness level of the screen to track the light level changes in the environment throughout the day to ensure that the perceived brightness of the display is maintained at a set level
- The unit will include a mechanism to freeze or switch off the image in the event of a malfunction.
- The maximum level of illumination will be limited to no more than 300 c/m² during hours of darkness (dusk until dawn), in accordance with the current Institution of Lighting Professionals (IPL), Professional Lighting Guide.
- Macclesfield Road is a well-lit roadway; the ambient lighting effect of the display will be sufficiently contained within the ILP guidance detailed above.
- The display will contain no moving or flashing images, animation, intermittent or full motion video images, or any images that resemble road signs or traffic signals.
- There will be a smooth uninterrupted transition from one image to another. Transitions shall be of not less than one second between static images, and no individual advertisement shall be displayed for a duration of less than 10 seconds.
- The light will emanate from the front of the unit towards the highway. Light spill behind the display will be negligible and will be undetectable at the nearest residential premises to the South

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