

P23-2191

14 March 2024

Staffordshire Moorlands District Council
Moorlands House
Stockwell St
Leek
ST13 6HQ

Dear Sir/Madam

**LIGHTING ASSESSMENT FOR APPLICATION FOR ADVERTISEMENT CONSENT FOR THE
INSTALLATION OF NEW SIGNAGE AT UNIT B, HIGH STREET, BIDDULPH, STAFFORDSHIRE, ST8
6AR**

This Lighting Assessment has been prepared by Pegasus Group for DPSK Ltd ('The applicant') to support an application for advertisement consent of the installation of new signage at Unit B, High Street, Biddulph, Staffordshire, ST8 6AR.

The Lighting Assessment will assess the impacts of the internally illuminated signage proposed as part of the application.

The proposed signage is to be internally illuminated with the fascia to be limited to 520 candelas/m² and the projecting sign to be limited to 450 candelas/m². The luminance of the signage is below the industry standard, and therefore will not cause any unacceptable light pollution for any nearby residential receptors.

The lighting will be limited to the opening hours which are secured by condition 6 of planning application ref. SMD/2023/0571 (11:00-23:00).

Also, the site is located within a designated Town Centre with numerous commercial uses that have internally illuminated signage.

The proposal does not include any other lighting such as spotlights or floodlights.

By virtue of the above information, and in line with industry standards, the proposed application will not have an unacceptable impact on residential amenity.

Yours Faithfully,

Dafydd Gwilym

Planner



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