



Lighting Assessment

Project – 66-74 Promenade, Blackpool

Consent to display at advertisement

Date – 24.11.2023

The proposed digital displays have an illuminated surface area of 5.03 sqm and the illumination will be in line with the Institution of Lighting Professional (ILP) Professional Lighting Guide 05 (PLG 05).

The display will not exceed 300cd/m² at night time and 600cd/m² during daytime. An automatic Ambient Light Sensor is installed to monitor the current light levels and adjust the display automatically to keep within these guidelines. It can also be set to operate only within values that the council deem reasonable. As such, any speculative risk of light pollution will be mitigated or eliminated by the signage tracking to the ambient light conditions, being only so bright as is deemed necessary to be visible/legible over the ambient light conditions, and will operate at extremely low brightness at night.

It is also worth noting that our client is very willing to work with the council and is happy to set the luminance at levels and times agreeable by the council.

With regard to the content, it will be of an intermittent nature by way of a smooth transition between static images which will be clear and easy to read. The content will not flash and will not contain any moving images as to not cause a distraction.

The display will be fitted with a safety mechanism to switch off immediately should a malfunction occur.