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Council Offices,
White Cliffs Business Park,
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CT16 3PJ

Re: Compliance of LED Display Lighting at Whitfield Service Station

To Whom it may concern,

I trust this letter finds you well. I am writing to address the concerns raised regarding the LED display lighting at Whitfield Service Station, specifically in response to the complaint suggesting non-compliance with planning permission regulations.

Firstly, I would like to assure the Dover District Council that Whitfield Service Station is committed to adhering to all relevant regulations and standards governing outdoor display lighting. It has come to our attention that there may be a misunderstanding regarding the brightness levels of the LED display, and we would like to provide clarification on this matter.

The LED display lighting in question maintains a brightness level of 1000 nits, or 1000 cd/m². It is important to note that the recommended rate of brightness for LED outdoor displays can be as high as 25,000 nits or 25,000 cd/m². Considering this information, it is evident that the installation at Whitfield Service Station is well within the prescribed requirements.

The decision to use LED display lighting with a brightness level of 1000 nits was a deliberate one, made with the intention of ensuring compliance with regulations while also being considerate of the visual impact on the surrounding environment. By opting for a lower brightness level, we aimed to strike a balance between meeting regulatory standards and minimising any potential adverse effects on the community.

We would like to emphasise that Whitfield Service Station remains fully committed to cooperating with the Dover District Council and is open to any necessary adjustments that may be required to ensure complete compliance with planning permission regulations.

We appreciate the diligence of the Dover District Council in overseeing such matters and are confident that upon further examination of the provided information, it will become clear that the LED display lighting at Whitfield Service Station is well-placed within the established guidelines.

Thank you for your time and attention to this matter. We are at your disposal for any additional information or clarification that may be required.

Sincerely,

Muraly Kuhan
Sales Director

