



Julie Roscoe
Head of Planning
Manchester City Council
Town Hall Extension
Albert Square
Manchester
M60 2LA

2nd November 2020

Dear Mrs Roscoe

Re: Lighting Controls to Mitigate Impact on Neighbourhoods.

Ocean Outdoor operates a strict protocol of measures to limit the impact of its screens on the local environment, in respect of the advertisement display that is the subject of the planning application that this letter is attached to, the procedure includes the following controls:

- The maximum luminance value anywhere on the surface of the advertisement at any time during the night will not exceed the maximum recommended luminance of 300 cdm₂ for illuminated areas over 10m₂ within Environmental Zone E4 (Urban Environment) as outlined in ILP PLG05 'The Brightness of Illuminated Advertisements' Table 4, Page 24.
- The advertisement display will be comprehensively maintained throughout its life, remotely monitored daily and physically checked once a week ensuring that illumination and other expected design performance levels continue to operate within the set/agreed parameters.
- Photocell control will ensure that the lighting output is adjusted relative to the ambient light levels minimising any impact on neighbouring properties.
- Any change in brightness levels will be applied during a transition of content and not while an advertisement is being displayed.
- The screen will have an automatic error detection system that turns it off or to a black/blank screen if the system or screen malfunctions.
- Additional 'Time Clock' controls switching the screens off between 23:00hrs and 06:00hrs.

Yours Sincerely

Joseph Arshed
Consultant/Advisor