

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/2481/A	James L. Hunt	01/08/2023 12:33:17	OBJ	<p>There is very little detail in the application about the actual lighting plan and we ask that Camden Planning take a close interest in this. IT has been known for many years that outdoor advertising creates light pollution. The Royal Commission on Environmental Pollution Artificial Light in the Environment - 2009</p> <p>1.3 However, we consider the experience of light in the wrong place or at the wrong time as light pollution; the timing of illumination may be as important a factor as the actual level of light. Light pollution can take various forms, and may originate from both diffuse and point sources:</p> <p>Glare: The excessive contrast between bright and dark areas in the field of view. Light trespass: Unwanted light, for example from adjacent properties and activities. Light clutter: The excessive grouping of lights, ... which can prove a dangerous distraction to motorists. Light profligacy: Over-illumination which wastes energy and money.</p> <p>3.11 The growing use of light-emitting diodes (LEDs) in lighting in advertising poses a potential challenge due to their high light intensities</p> <p>We are unaware of any 'lighting master plan' for the interchange in central West Hampstead and believe that more explicit recognition needs to be given to the visual and wider societal impacts of artificial lighting, particularly in urban areas, Local authorities should develop a lighting master plan in consultation with their local communities, professional lighting designers and their own public lighting engineers. The number and brightness of lights should be kept to a minimum e.g. limit luminous intensity to 300 nits (equivalent to 300 cd/m²) during the day and lower at night to avoid glare and distraction, and limit colour temperature of lights to 3000 Kelvins.</p> <p>Advice in 2019 from : Department for Levelling Up, Housing and Communities and Ministry of Housing, Communities & Local Government</p> <ul style="list-style-type: none"> • Lighting schemes should be turned off when not needed ('part-night lighting') to reduce any potential adverse effects - e.g. when a business is closed or between midnight and 5am or 6am. Planning conditions could potentially require this where necessary. • Lighting could also be dimmed to minimise its visual impact at times of reduced need or increased sensitivity. <p>Exposure to LED lighting is particularly harmful to humans and wildlife, and outdoor lighting with high blue light content is more likely to contribute to light pollution because it has a significantly larger geographic reach than other lighting. Unfortunately, LEDs are used for most outdoor lighting, screens and other electronic displays, creating abundant blue light.</p> <p>Glare from outdoor lighting decreases vision by reducing contrast which limits our ability to see potential dangers even in the daytime, such as pedestrians and cyclists. Aging eyes are especially affected. This is why illuminated advertising screens are a road safety issue and many have been refused planning permission because of their impact on drivers as these adverts are designed specifically to distract us and draw our attention</p> <ul style="list-style-type: none"> • The number and brightness of lights should be kept to a minimum e.g. limit luminous intensity to 300 nits (equivalent to 300 cd/m²) during the day and lower at night to avoid glare and distraction, and limit colour temperature of lights to 3000 Kelvins.

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We do not support this application as it fails to demonstrate detailed information or an awareness of the harms of the proposed lighting to amenity or any mitigating strategy and consent should be refused.
