

**Site:** 23 High Street, Uxbridge UB8 1JN

**Client:** SKVP

**Proposal:** Non-Illuminated Box Sign

REV - 8/10/24

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## **Proposal Overview**

This proposal seeks approval for the retention of the existing sign at the above address, with modifications to remove its internal illumination. The sign will maintain its current design, while the removal of internal lighting will bring it into visual alignment with the surrounding signage along the high street

## **Context**

The surrounding area along the high street features a variety of signage styles, including:

- Box signs
- Flat panel signs
- 3D cut-out letter signs
- Cut-out letter signs

## **Planning Considerations**

The proposed modification—removal of internal illumination—ensures that the sign adheres to the aesthetic and policy guidelines set forth by the Council. The proposed is to promote contextually appropriate and visually harmonious signage within the area.

## **Awning**

The awning consists of a black metal frame with a fabric cover, deployed primarily during the summer months. It helps to prevent overheating of the front seating area, improving the overall environment for customers.