

11. Details of Proposed Advertisement(s)

| | Advertisement 1 | Advertisement 2 | Advertisement 3 | Advertisement 4 | Advertisement 5 |
|--|---|---|--|---------------------------------|--|
| Type: | Fascia Sign (front of premises) | Projection sign (front of premises) | Front shutter box panel | Window graphics (shop front) | Shutter housing & above (rear of shop, facing car park, Princes Lane) |
| a) The height from the ground to the base of the advertisement | 2830mm | 3250mm | 2520mm | N/A | 2100mm |
| b) The dimensions of the proposed advertisement (H x W x D) (in metric) | 1450 x 4950 x 20mm | 700 x 700mm | 310 x 4950mm | 598 x 941mm | 700mm x 3500mm |
| c) The maximum height of the individual letters and symbols (in metric) | 450mm | 450mm | 300mm | 415mm | 300mm |
| d) The colour of the text and background | Text: RAL 1016 & 7012 Background: RAL 7012 | Text: RAL 1016 & 7012 Background: RAL 7012 & RAL1016 | Text: RAL 1016 Background: RAL 7012 | Text: RAL 1016 & 7012 | Text: RAL 1016 & 7012 Background: RAL 7012 |
| e) Materials of the proposed sign(s) | Aluminium tray sign with 3D push through letters & symbol (10mm deep) | Fret cut aluminium with acrylic inserts | Aluminium / Dibond panel with vinyl graphics applied | Window vinyls | Dibond panels with vinyl lettering |
| f) The maximum projection of the advertisement from the face of the building | 80mm | 750mm | 12mm | N/A | N/A |
| Will any of the sign(s) be illuminated | Yes | No | No | N/A | No |
| g) Details of method of illumination (internally illuminated / externally illuminated) | Letters & symbol LED lit (internally illuminated) | N/A | N/A | N/A | N/A |
| h) Illuminance levels (cd/m ²) | Under 200 cd/m ² | N/A | N/A | N/A | N/A |
| i) Will the illumination be static or intermittent? | Static | N/A | N/A | N/A | N/A |