

Planning Statement

Location:

The Co-operative food, Slouthleigh Road, Esmworth, Hampshire, PO10 7TA

Advertising Application Proposal:

The proposed advertising is to install one externally illuminated fascia, one internally illuminated projection sign, one wall mounted sign and one bespoke totem.

Sign 1) Aluminium fascia with acrylic The Co-operative food text; the words 'The Co-operative' are in blue , with white being the colour used for the word 'Food'; with vinyl face and backed up acrylic Opening hours text with vinyl face. The 'Opening Hours' text is also in the colour blue. The background colour of this sign is green.

H 0.800m x W 14.500m X D 0.300m

Sign 2) Aluminium projection sign with acrylic The Co-operative food text; the words 'The Co-operative' are in blue , with white being the colour used for the word 'Food'; with vinyl face. The background colour of this sign is green.

H 0.600m X W 0.106m X D 0.675m

Sign 3) Wall mounted Remember your bags sign. Aluminium panel with applied vinyl text and image; the text and image are in blue with the background colour in green.

H 0.350m x W 0.350m X D 0.003m

Sign 4) Bespoke aluminium totem with applied vinyl text; The words 'The Co-operative' and the 'Opening Hours' are in blue, with white being the colour used for the word 'Food'. The background colour of this sign is green.

The bespoke totem is to be fitted to the existing posts.

H 2.000m X W 1.000m X D 0.100m

The colours used on the signs are Blue (PMS 2757c), White, Green (Pantone 375c (print) & MK172E (paint)), Black (PMS Process Black c), Yellow (PMS 1235c).

The fascia is externally illuminated by LED Trough lights, at an illuminance level of 267 cd/m. The position of the trough lights are above the text only.

The projection sign is internally illuminated by an LED light tray, at an illuminance level of 350 cd/m.

These are the standard illuminance levels for our client's signage.

Both the wall mounted sign and bespoke totem are non-illuminated.