

ADVERTISEMENT CONSENT

SIGNAGE DETAILS

68-70 PEACH STREET, WOKINGHAM, RG40 1XH

Introduction

This statement has been prepared for a change of existing Gym Hall at 68-70 Peach Street, Wokingham, Berkshire, RG40 1XH, into new Grocery collection facility named as "SAFA SUPERSTORE". "The business will be changed from Gym Hall "E(d)" to Grocery Shop "E(a)" and they both falls under the same Use Class Order E. There will be a change in Shop Front and this is applicable to Planning Application."

The site lies in Wokingham Borough Council, at Peach street near the Saxons Court. The site is situated in mixed-use zone having residential and commercial area nearby.

The new 'Grocery collection' will be named as "SAFA SUPERSTORE".

1. Sign Structure & Materials

- **Sign Frame:**

- For the **back tray, Aluminium Angles (2x2")** will be used. Aluminium is lightweight, durable, and perfect for a modern, sleek look that can withstand the elements.

- **Main Panel:**

- The panel will be crafted from **Aluminium Composite Panel (ACP)** with a **3mm thickness** and a **blue finish**. ACP is both lightweight and strong, providing long-lasting protection while offering a clean, polished look. The blue colour will give your sign a bold, vibrant presence that catches attention.

2. 3D Letters (SAFA)

- **Letter Construction:**

- The **SAFA** letters will be designed in **3D** for a more striking and professional look. These will be made using **aluminium coil**, offering a range of colour options. We recommend using **yellow or warm white** for the letters to create a visually appealing contrast that's easy to read, whether day or night.
- The aluminium coil is weather-resistant and durable, ensuring the letters will stand the test of time.

3. Fretcut Areas (Product Details)

For areas with **fretcut details** (Fretcut is a technique where we **cut out parts** of sign to create shapes, letters, or designs. This gives sign a **unique, 3D look** and makes it stand out.) We can also **add lighting** behind the cut-out areas, which makes them **glow** and grab attention, especially at night.

- We'll use **Acrylic Perspex Composite**, a material backed by a **10-year warranty**. This ensures the sign will maintain its appearance and performance, even in outdoor environments.
- These areas will be illuminated using **cool white LEDs**, providing a modern and clean

glow that highlights key product details or brand messaging.

4. Lighting Details

- **Backlighting for 3D Letters:**
 - The SAFA letters will feature **backlighting** using **yellow or warm whiteLED lights**, creating a beautiful halo effect that makes the letters stand out and remain visible at night.
- **Fretcut Areas:**
 - **Cool white LED lighting** will be installed in the fretcut sections to provide crisp, modern illumination. This will highlight product areas or messaging, adding an additional layer of visibility and emphasis to the design.
- **LED Power Supply:**
 - The lighting system will be powered by a **low-voltage power supply**, ensuring energy efficiency and long-term reliability.

5. Dimensions

- **Sign Dimensions:**
 - **Width:** 1060 mm (106 cm)
 - **Height:** 900 mm (90 cm)
 - **Depth of Letters:** 6cm or 8cm (Acrylic for 3D letters)
- **Letter Height:** 20cm or more (height of letters will be 20cm or more for good visibility)

6. Mounting & Installation

- The sign will be securely mounted using a **hidden mounting frame**, either made from **steel or aluminium**, providing both strength and a sleek finish.
- All wiring for the backlighting will be discreetly concealed, ensuring the sign's overall appearance is clean and professional.

7. Durability and Weather Resistance

The materials selected are designed for maximum **durability** and **weather resistance**:

- **Aluminium Composite Panel:** Provides resistance to UV rays and outdoor elements, ensuring your sign stays vibrant for years.
- **Acrylic Perspex Composite:** Highly durable, UV-resistant.
- **Aluminium Coil Letters:** The aluminium is coated to prevent corrosion, weather damage, and fading.

Signage Details

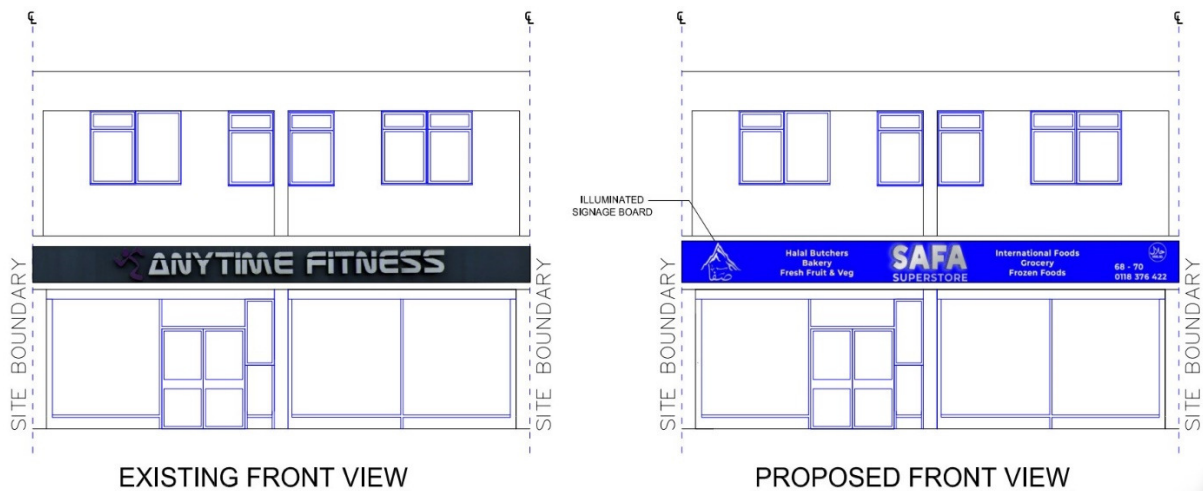
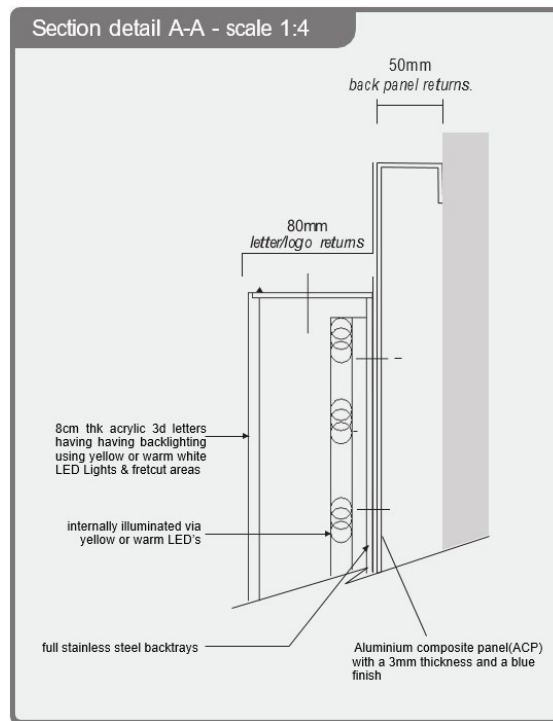


Fig: Front Elevations