LIGHTING STATEMENT

1 Old Mill Square, Storrington, RH20 4NQ

13780-AEW-PJ005936-XX-PP-0001

03.12.2024



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1. Introduction

This lighting statement has been prepared in support of the recent planning application for the proposed advertisement signage on the existing vacant retail unit situated at 1 Old Mill Square, Storrington, RH20 4NQ (planning application ref: DC/24/1607).

The application site is located within the Old Mill Square shopping precinct. The unit comprises of a ground floor retail space (formerly a Barclay's bank) with residential accommodation situated above. The application site is limited to the ground floor only. The upper storeys are outside of the apllicant's demise. The unit includes a principal elevation that forms part of the shop frontage along Old Mill Square, and a secondary elevation along Old Mill Drive. It is proposed that illuminated signage will be installed along both elevations as illustrated on the submitted drawings as part of the advertisement application.



Fig 01; Principal elevation along Old Mill Square



Fig 02; Elevation along Old Mill Drive

2. Proposed Illuminated Signage Scheme

The planning application at the proposed site is for the installation of illuminated signage. The scheme comprises of;

- Internally illuminated fascia sign to principal elevation
- Internally illuminated projecting sign to principal elevation
- Internally mounted LED digital screen adjacent store entrance
- Internally illuminated fascia sign to secondary elevation along Old Mill Drive

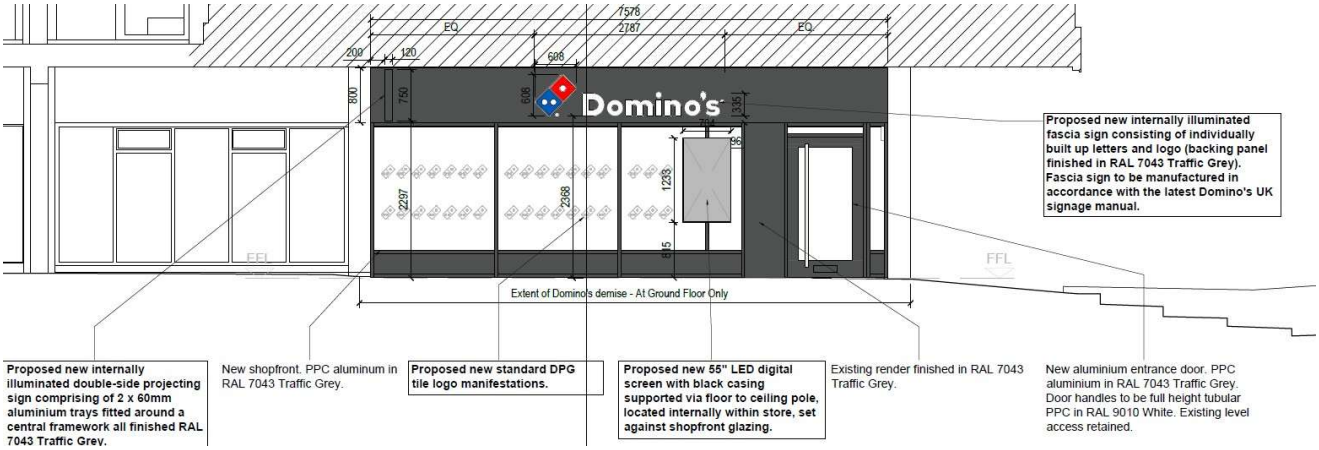

Fig 03; Principal elevation proposed signage arrangement (excerpt from submitted drawing 13780-AEW-PJ005936-XX-DR-0015-[B]_Proposed Shopfront Elevations)

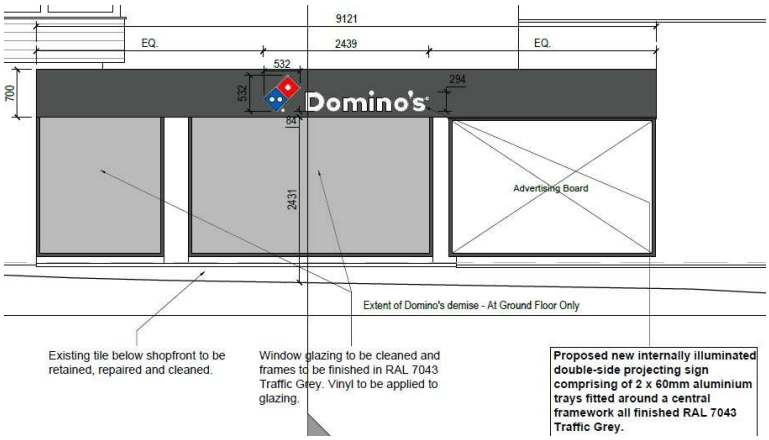

Fig 04; Secondary elevation proposed signage arrangement (excerpt from submitted drawing 13780-AEW-PJ005936-XX-DR-0015-[B]_Proposed Shopfront Elevations)

Hours of operation – The illuminated signage will be in operation during the store opening hours only – 11am 'till 11pm daily.

Light distribution – The spread of light from the installed signage will be limited due to the type of illumination. The fascia and projecting signs will be internally illuminated via internally mounted LED fixtures within the built-up letter set and logo. The light from the LED's will be diffused by the inclusion of opaque acrylic letter and logo faces, resulting in a consistent glow across each signage element rather than a considerable light bleed / spread.

Illumination levels – Refer to the table below (excerpt from submitted drawing 13780-AEW-PJ005936-XX-DR-0015-[B]_Proposed Shopfront Elevations) for proposed illumination levels of each signage element.

Proposed Signage Schedule				
Type	Description	Illumination	Size	Quantity
Fascia Backing	Folded aluminium background tray finished RAL 7043 Traffic Grey, satin finish	N/A	800mm X 7578mm 700mm X 9121mm	1no' 1no'
Fascia Letters	Individual built up letters	580 candelas m²	335mm X 2083mm 294mm X 1825mm	1no' 1no'
Fascia Tile Logo	Individual built up logo	450 candelas m²	608mm X 608mm 532mm X 532mm	1no' 1no'
Projecting Sign	120mm deep square aluminium box finished with opal acrylic panels, RAL 7043 with applied translucent vinyl graphic logo	450 candelas m²	750mm X 750mm	1no'
Tile Logo	Individual built up logo	450 candelas m²	n/a	n/a

Fig 05; Illuminated signage schedule (excerpt from submitted drawing 13780-AEW-PJ005936-XX-DR-0015-[B]_Proposed Shopfront Elevations)

Please note that the LED digital screen brightness is variable and will increase / decrease subject to the external lighting conditions. The screen operates at a max' brightness of 2500 candelas/sqm during particularly bright daylight conditions. The screen brightness will reduce consistently throughout the day as the external lighting levels reduce towards the evening. The result being the appearance of a consistent illumination level throughout the hours of operation.

Signage heights and locations – please refer to drawing 13780-AEW-PJ005936-XX-DR-0015-[B]_Proposed Shopfront Elevations for details.

3. Proposed Illuminated Signage Positioning



Fig 06; Site location plan indicating illuminated signage locations

The proposed illuminated signage fixtures are limited to the principal (north) elevation and the secondary (west) elevation. Please see key below;

- Red line – application boundary
- Green line – 1no' fascia sign, 1no' projecting sign, 1no' digital LED screen
- Blue line – 1no' fascia sign

4. Proposed Illuminated Signage Details

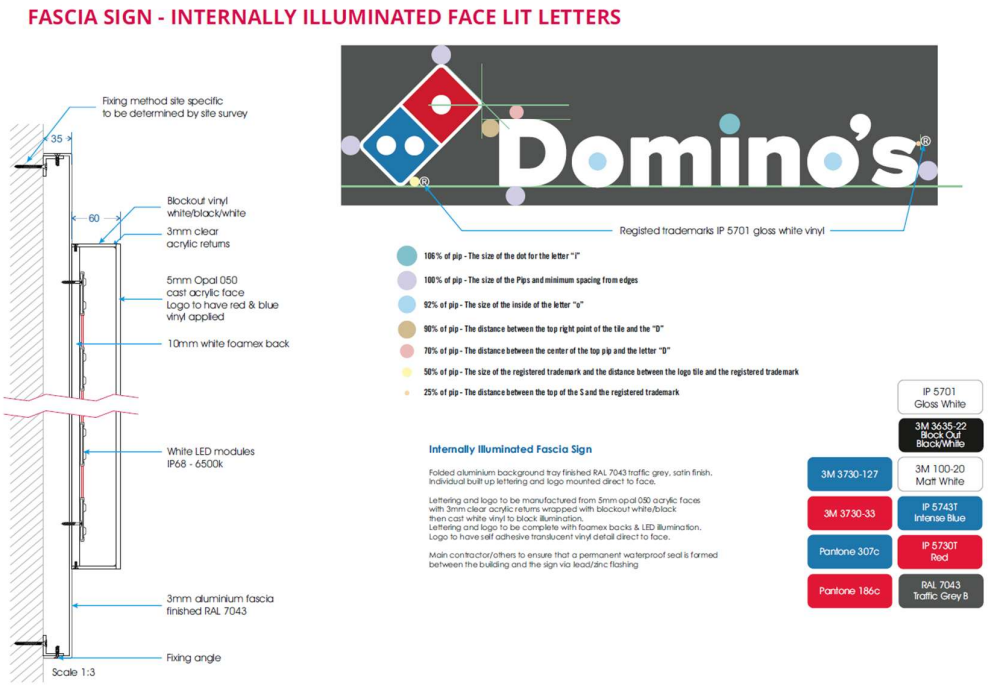

Fig 07; Fascia sign details

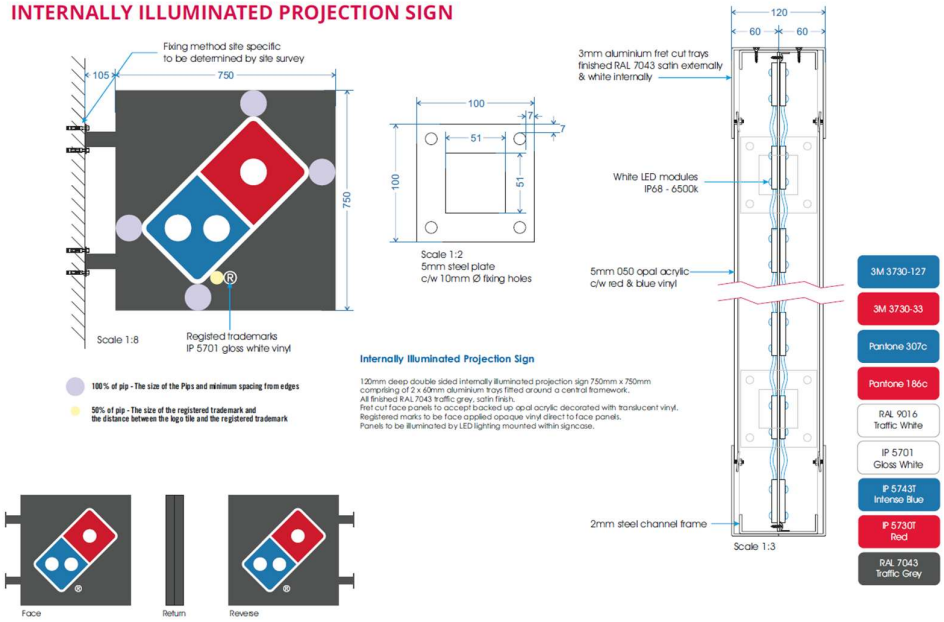

Fig 08; Projecting sign details

Specifications - Ultra High Bright Screen

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Model	PCC-55UHBWD
	Screen
Screen	55" LED Back Lit LCD Display Screen
Resolution	1920x1080
Aspect ratio	16:9
Brightness	2500 cd/m²
Viewing Angle	175°/175°(H/V)
Contrast ratio	1200:1
Response time	6ms
Tested Life Span	60,000+ Hours of continuous use.
***Android Operating System**	Rockchip RK3399 (Hex Core) 4GB RAM 32GB Storage Android 9
Light Sensor	Yes
Supported File Formats	**Video:** MPG, MPG-1, MPG-2, MPG-4, AVI, MP4, TS, MKV, WMV **Image:** GIF, JPG, PNG, BMP **Audio :** MP3, WMA
Language	English, Chinese, French, German, Spanish, etc
I/O Ports	2 x USB, 2 x HDMI IN, RJ45
External OS Support	Yes via HDMI IN
Installation Support	Pole/Stand/Wall
	Appearance
Screen material	Steel & Aluminium
Colour	Black Frame and Bezel – Custom colouring available
Pole Colour	Black or Chrome
Working environment	0°C to 40°C
Storage environment	-20°C to 60°C
Power supply	110-240VAC
Power consumption	280W Max
Speaker	2*5W (Stereo sound)
Product size	705mm (W) x 1233mm (H) x 96mm (D)

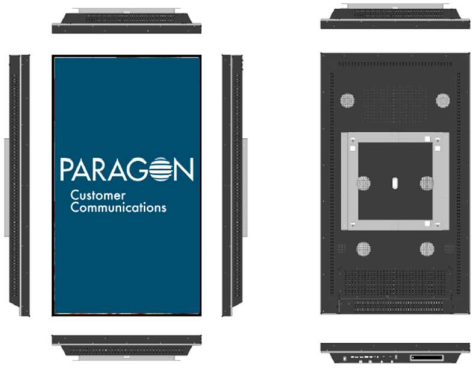

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Fig 09; LED digital screen details

5. Proposed Illuminated Signage in Relation to Existing Site Context

The proposed siting of the illuminated signage has been considered in relation to the location of the application unit and the surrounding existing site context. The principal elevation, which will accommodate 1no' fascia sign, projecting sign and LED digital screen forms part of the southern shopfront of the Old Mill Square shopping precinct. The proposed signage elements will replace existing Barclay's bank signage and will reflect the signage arrangements of the existing retail units. The secondary elevation, which will accommodate 1no' fascia sign faces Old Mill Drive, which consists of a main traffic route serving the town centre. This elevation faces an area of established greenery and mature trees, as opposed to commercial or residential accommodation.



Fig 10; Neighbouring retail units



Fig 11; Site context adjacent to secondary elevation

6. Justification and Limitation of Impact

The application seeks the approval of the proposed illuminated signage and digital display screen installed at the application site. The application site is located within an existing shopping precinct and surrounded by the town centre and local commercial development. The sizing, positioning, quantities and brightness levels have been considered so that the amenity of neighbouring units, surrounding context and local inhabitants is not compromised. The application site was previously used for commercial activities which included external signage. It is for these reasons that the proposed illuminated signage proposals would be of neutral impact to the surrounding context and should be recommended for planning approval.