Lighting Statement

Site Address:

56B West Street
Horsham
RH12 1PL

<u>Application</u> – Retrospective - Retention of Existing Front Shutter, Facia signboard and projecting side signboard

Location & Background:



The application site is located along West Street in Horsham. The Ground floor is a new retail shop selling mobile phone and accessories. The property is in conservation area in the Horsham town centre.

The application is to retain the existing front shutter and also internally illuminated facia sign and a projection sign. They are installed recently and this application is seeking to keep the shutter and the signs.



The shutter is installed with the shutter boxed fixed behind the existing Fascia Sign Board.

The Fascia Signboard is illuminated internally with led light, highlighting the orange color letters and the logo sign sitting on dark gray background board.

The Shop on the right hand side has also an internally illuminated Fascia Signboard with the effect of blue color (TRADING POST COFFEE ROASTERS). The shop has also a projecting non-illuminated sign.



The Existing Installed Fascia signboard replaced the old sign. The old Signboard was in a bad quality and condition and representing the previous retail shop (BUBBLE WORKS) with a black color letters in a white background.

The existing projecting side signboard has replaced the old projection side signboard which had been removed and only a mark of the sign left on the old signboard in a bad condition.

Opening time for the shop and the Signboards

Monday to Saturday - 9:30 to 18:30

Sundays – 10:00 to 17:00

Design:

Designation of a conservation area represents an opportunity to formulate positive policies to improve and enhance its environmental quality and to ensure the successful integration of any development or redevelopment necessary for its continued success as a living and working community.

Following the Guidelines for the shopfront, a simply lit fascia sign is an effective method of advertising and can make a positive contribution to the street at night. Illumination should allow the sign to be easily read, but not cause a distracting glare or adversely affect homes above or near the shop. LED Light Sign is environmentally friendly. The LED signs only use around 1.5 watts of power.

For the Facia and projecting signs, text and lettering should be visible during the daytime and clearly visible and illuminated at night. This will give a positive effect on the signage and give it a very pleasant and modern look at the same time. The light which highlighting the letters will not have any glare or flashy effect and will be pleasant to everyone's eye. Our main board is projecting from the main building and will not be seen from the first floor at the same building.

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The new internal Led Light for the main signage for the shop has been conceived to make better and more sustainable use of the shopfront without causing harm to neighbours, local street scene or to conservation area characters.

The detail of the signboards as below:

Existing Facia Signboard is in Dark Grey Color. It is made of Aluminum Composite 3mm thick panels.
Letters are 10mm foam board in orange color.
Internal Lights are 12V Led Lights - 6500 Kelvin (Light colour)

Existing Side projecting Signage 650mmx650mm in Silver color base.
It made of Aluminium frame with plastic face.
Letters are 10mm foam board in orange color
Internal Lights are 12V Led Lights

Please see the Led Light product specification in the next page:

ZE03 LED module 1,5W 83mm IP65 12VDC 7000K

SPECIFICATIONS

Reference:	**ZE03QAD 1.5W 65 70K**
Subcategory:	LED Strips & Modules
Technology:	Integrated LED
Type:	LED Modules
Colour:	White
Length :	8.3 cm
Width :	1.5 cm
Height :	0.72 cm
Voltage:	12Vdc
Maximum power:	1,5W
Colour temperature:	6500 K
Luminous flux:	145 lm
Beam angle:	160 º
Dimmable:	No
Colour rendering index (Ra):	75
Protection index:	IP65
Series:	ZE03