ICON DISPLAY

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Planning
Mrs J Tipping
PO Box 463
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22nd January 2008

Dear Sir

REF: PLANNING APPLICATION-085496/LO/2008

Further to your recent letter dated 8th January 2008

I hereby enclose the additional documents listed in your above letter.

1)- Marked up Ordnance Survey Extract

2)-Our justification for this sign is as follows.

Our client Avanta Business Centres have leased a large proportion of this building to use as Serviced Offices.

Access to the unit is through a large door and through an internal courtyard.

It is imperative that adequate way finding signage is in place to show visitors/deliveries the way to the offices.

The ideal place for such a sign is above the entrance.

The sign is projected at 90% to the building so it can be seen easily from up and down the road.

The developers of the site have put a lot of time and money into the development of marketing and branding campaign to advertise these new developments.

Within there design they have taken great consideration of the history of the buildings and that the colours/design is sympathetic with the buildings.

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Event Branding • Commercial Property Signage • Sales Promotion/POS Display • Exhibition Design & Build
Permanent Signage Production & Installation - UK and International

It would be easy to come up with a plain sign to direct people to the offices but our client have instructed us that any signage should be sympathetic with the existing signage/branding.

3)-The sign is constructed of a metal post with a fixing plate.

There are 4 holes in the fixing plate.

Four holes will be drilled into the brickwork and M12 raulplugs will be inserted into the holes.

The plate is then fixed back to the wall using 4 no. M12 bolts.

Wherever possible drilled holes will be into the mortar joints to avoid damage to the brickwork.

If you have any further questions please do not hesitate to call.

Yours faithfully

JOHN HORNE
Special Projects Manager

☐ Encl