

Appendix 1 Existing Signage

Rear Elevation

- 1 x sign on the second-floor brick face stating 'PBA' and 'Peter Brett' underneath in high level brushed stainless steel signage, with individual fitted LED units for halo effect illumination

Photo 1 – Current Rear Elevation



Side Elevation (Caversham Road)

- 1 x sign centred on the second-floor brick face stating 'PBA' and 'Peter Brett' underneath in high level brushed stainless steel signage, with individual fitted LED units for halo effect illumination

Photo 2 – Current Side Elevation (Caversham Road)



Front Elevation

- 2 x brushed stainless steel flat cut-out logo fixed directly to each rendered column at the buildings entrance, reading 'PBA' and 'Peter Brett' underneath
- 1 x freestanding stainless steel column, adjacent to the entrance reading 'Welcome to' with 'PBA' and 'Peter Brett' underneath

Photo 3 – Current Front Elevation



Photo 4 – Free standing column



Application Proposals

In line with the previous application, this advertisement consent seeks to update and replace the existing signage used to advertise the use of the building. The current PBA signs will be removed and replaced with new Stantec signs and halo lit lighting. The proposed signage will comprise of:

External Illuminated Signs

- 2 x external illuminated signs, located on the Side Elevation (facing Caversham Road) and Rear Elevation
- Built-up flat face brushed satin stainless-steel lettering with 70mm returns. Painted white inside.
- Clear polycarbonate diffuser tray backs fitted inside letters
- Lettering to be internally illuminated with high output GE Tetra Mini max LEDs (this will produce Halo effect illumination only)
- Lettering to be spaced off the wall 30mm

External Entrance Monolith Sign

- 1no. free standing monolith type sign.
- Constructed from fabricated brushed satin stainless steel tray formation panels. Held in place with 2no. internal metal frame and metal posts out of the bottom for fixing.
- Computer cut out vinyl graphics applied onto one face. Posts to be concreted into ground.
- Materials: Brushed satin stainless steel and Colours: Black

External Column Signs

- 2 sets of cut out 5mm thick aluminium lettering. Powder coated standard RAL 7016.
- Overall spread of sign 1000mm. Lettering to be spaced off columns with locator fixings on the back.
- Materials: 5mm brushed satin stainless steel and powder coated standard RAL 7016

The proposed signage is similar to that already located at the site, and therefore will result in no material impact on the amenity of the surrounding environment. A high standard of materials and design has been pursued to ensure that the proposed signage will be sympathetic to the site's setting.