

Accompanying Statement for Ad Consent Form.

JD Sports – Worthing – 65 Montague ST., BN11 3BN, West Sussex.

Ref: AWDM/0804/26

25.1:

Please describe the proposed advertisement(s).

Advertisement 1 - 'JD' Illuminated Letters / Logo mounted to the building centrally above store entrance.

Advertisement 2 - New Projection Sign mounted to shop front above the store windows at L/H. (As looking at the store from outside).

Advertisement 3 - 1 No. LED Digital Screen mounted internally to store behind glazing. Mounted to the L/H side of the store entrance. (As looking at the store from outside).

Advertisement 4 - New illuminated reveals to the shop front glazing. Mounted internally to the left and right hands sides of the store and to the underside of the ceiling.

25.2:

If you selected Other, please describe:

1 No. LED Digital Screen mounted internally to store behind glazing.

New illuminated reveals to the shop front glazing. Mounted internally to the left and right hands sides of the store and to the underside of the ceiling.

29.1:

Advertisement 1

Type - Fascia Sign

- a) 2.5m
- b) 0.7m x 1m x 0.1m.
- c) 0.7m.
- d) Text consists of white illuminated faces featuring black returns (RAL 9004).
- e) Built-up aluminium letters with 5mm LED-optimized acrylic faces and aluminium backing. Internal lighting via GE Select TX GEN 2 LEDs. Signage supported by stainless steel rails and anchored to the shopfront column.
- f) 0.1m.

Will any of the sign(s) be illuminated? YES.

- g) Internally illuminated.
- h) 200cdm².
- i) Static.

29.2:

Advertisement 2

Type - Projection Sign

- a) 2.5m
- b) 0.6m x 0.
- c) 6m x 0.1m.
- d) 0.35m.
- e) Text consists of white illuminated faces on a black background (RAL 9004).
- f) Opal acrylic letters with background from aluminium composite panels, mounted to an internally aluminium frame.
- g) . 0.6m.

Will any of the sign(s) be illuminated? YES.

- h) Internally illuminated.
- i) 200cdm².
- j) Static.

29.3:

Advertisement 3

Type - Other type - LED Digital Screen

- a) 0.2m.
- b) 2m x 1.5m x 0.1m.
- c) 0.35m.
- d) The display will be multi-coloured using JD brand colours and multi-coloured images.
- e) LED Digital media Screen 1500mm x 2000mm
- f) 0cm

Will any of the sign(s) be illuminated? Tick YES.

- g) Internally illuminated.
- h) 586cdm².
- i) Intermittent.

29.4:

Advertisement 4

Type - Other type - Illuminated reveal

- a) 0.2m.
- b) The dimensions of the proposed advertisement(HxWxD)(in metric). 2.3m x 8.55m x 0.1m.
- c) 0cm.
- d) No text, Just JD Brand yellow illumination.
- e) Yellow Illuminated reveals to store windows. Mounted internally to run illumination around the extents of the store windows. The illumination will be to the extreme left and extreme right hand sides of the store front and run along the top edge from left to right (as viewed from outside looking into the store). Lighting is fabricated from a composite aluminium channel with a yellow perspex face. Internally mounted LEDs will form a continuous light around the two sides and top of the store frontage.
- f) 0cm

Will any of the sign(s) be illuminated? Tick YES.

- g) Internally illuminated.
- h) 200cdm².
- i) Static.