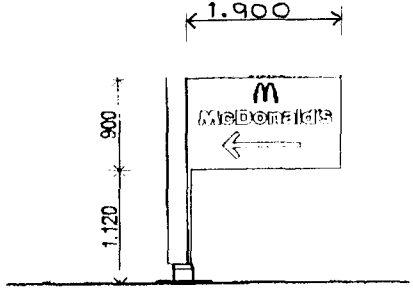
FAST FOOD RESTAURANT SIGN



SOUTH HOLLAND DC
HOUSING & PLANNING
09 JUL 1998
Ref: 0710/98

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by ArchiCAD and must not be altered by

PROJECT
McDonalds Restaurants Ltd
A16/A151 - Spalding

Proposed Combined Gantry Sign

DRAWING NUMBER	SCALE	DATE	DRAWN	CHKD
97.106.05	1:50	17.02.98	GLS	

DOWNWARD SULLIVAN PARTNERS
ARCHITECTS DESIGNERS
87 Caroline Street
Birmingham B3 1UP
Tel 0121 212 0411 Fax 0121 212 0414

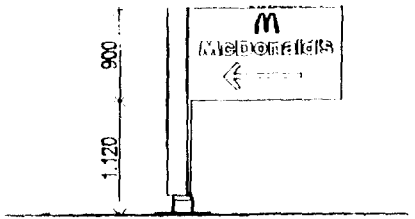
COLOUR KEY

BACKGROUND = RED Rhom 505

M = YELLOW Rhom 374

McDonalds = OPAL ACRYLIC Rhom 072

⟹ = YELLOW Rhom 374.



RECEIVED
PLANNING
10 JUL 1998
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McDonalds Restaurants Ltd
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Proposed Combined Gantry Sign

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97.106.05	1:50	17.02.98	gcs	

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PETROL MENU SIGN

5 metre monolith

The five metre monolith can display a maximum of five items of information for customers.

Both sides of the sign must be used and appear the same. If a monolith is positioned such that one side is not visible (eg against a wall or gable end), the hidden side of the sign may be made up from blank panels.

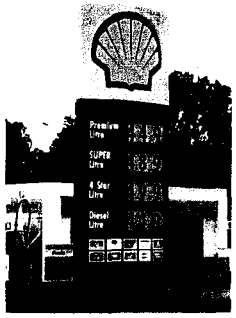
The display of information and the sequence from the top of the sign must be as indicated.

Price changing is done semi-automatically using a roller blind mechanism or manually using price tiles.

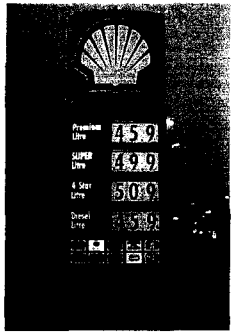
For infrastructure requirements refer to the RVI Guide for Infrastructure Installation.

For installation requirements refer to the RVI Conformity Manual for Installation.

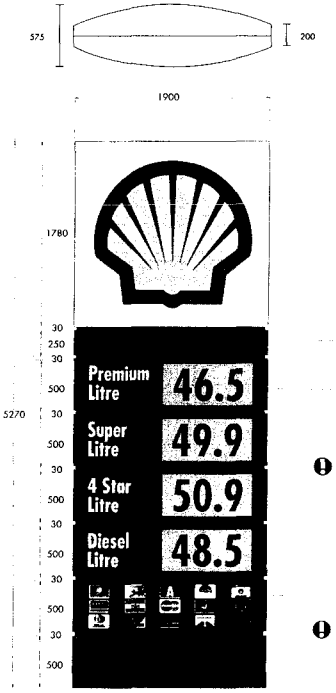
For positioning of prime signs, see Section 4.



Branding and information are displayed in a clear, concise manner



Illumination focuses emphasis on the Shell emblem and information being displayed



Base of monolith must always appear flush to ground level

Planner's Note

Typically 36% of the surface area of the 5 metre monolith prime sign is illuminated, focusing emphasis on the Shell emblem, fuel prices, facilities and offers to customers.

Illumination is within acceptable luminance levels as defined by the ILE Technical Report No 5 (second edition).

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The half panel beneath the emblem panel must always be blank.

Followed by price display panels descending the sign in the grade order shown.

If only three grades of fuel are offered for sale the panels which follow are moved up and a blank panel is inserted below the credit card display.

A 15 aperture card display panel is positioned last of all.

Card display decals are positioned on the panel in accordance with UORM/21 guidelines.

Unused apertures are covered with grey blank decals.

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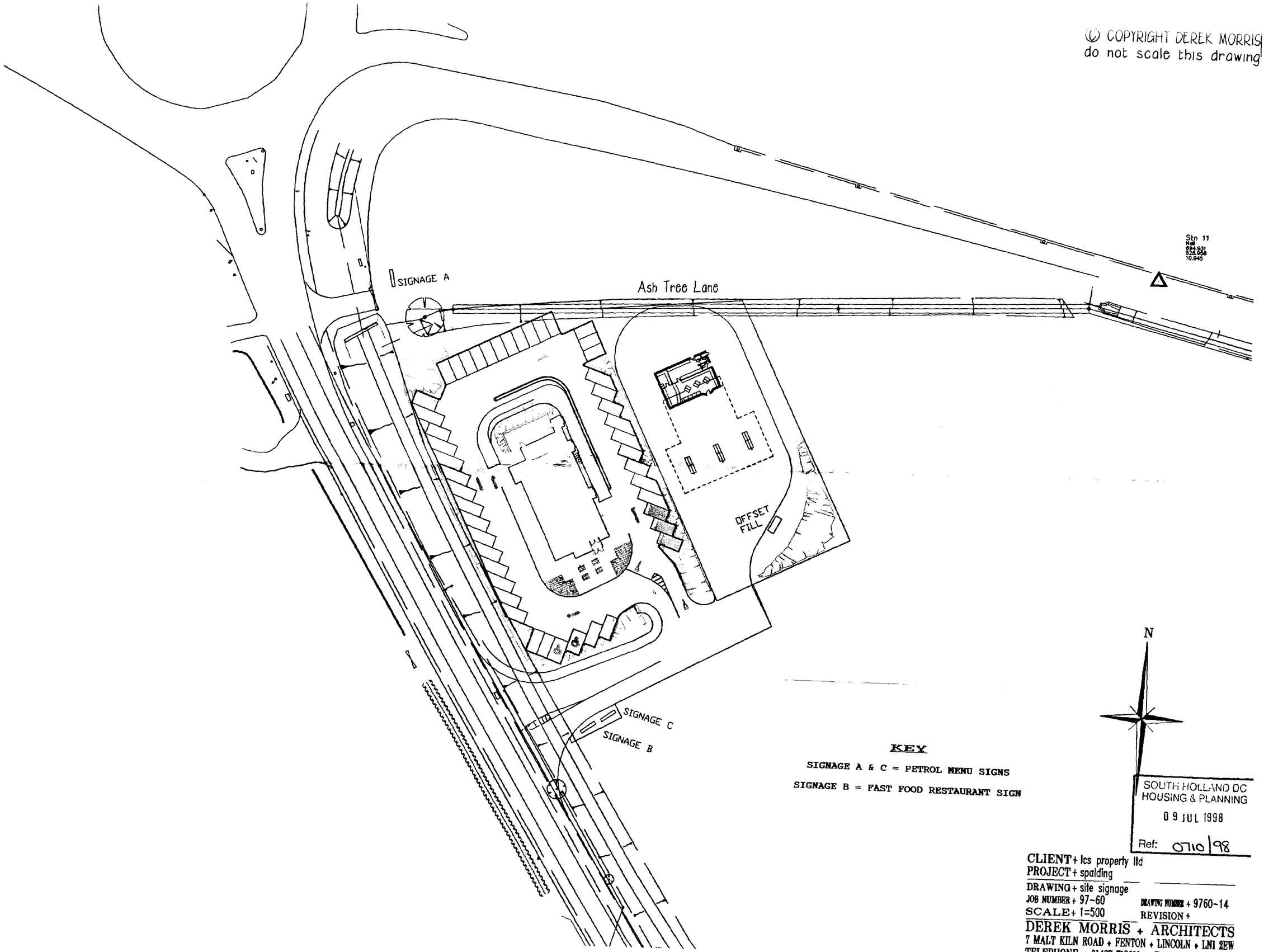

KEY

SIGNAGE A & C = PETROL MENU SIGNS

SIGNAGE B = FAST FOOD RESTAURANT SIGN

N

SOUTH HOLLAND DC
HOUSING & PLANNING
09 JUL 1998
Ref: 0710/98

CLIENT + lcs property ltd
PROJECT + spalding
DRAWING + site signage
JOB NUMBER + 97-60
DRAWING NUMBER + 9760-14
SCALE + 1=500
REVISION +

DEREK MORRIS + ARCHITECTS
7 MALT KILN ROAD + FENTON + LINCOLN + LN1 2EW
TELEPHONE 01427 718601