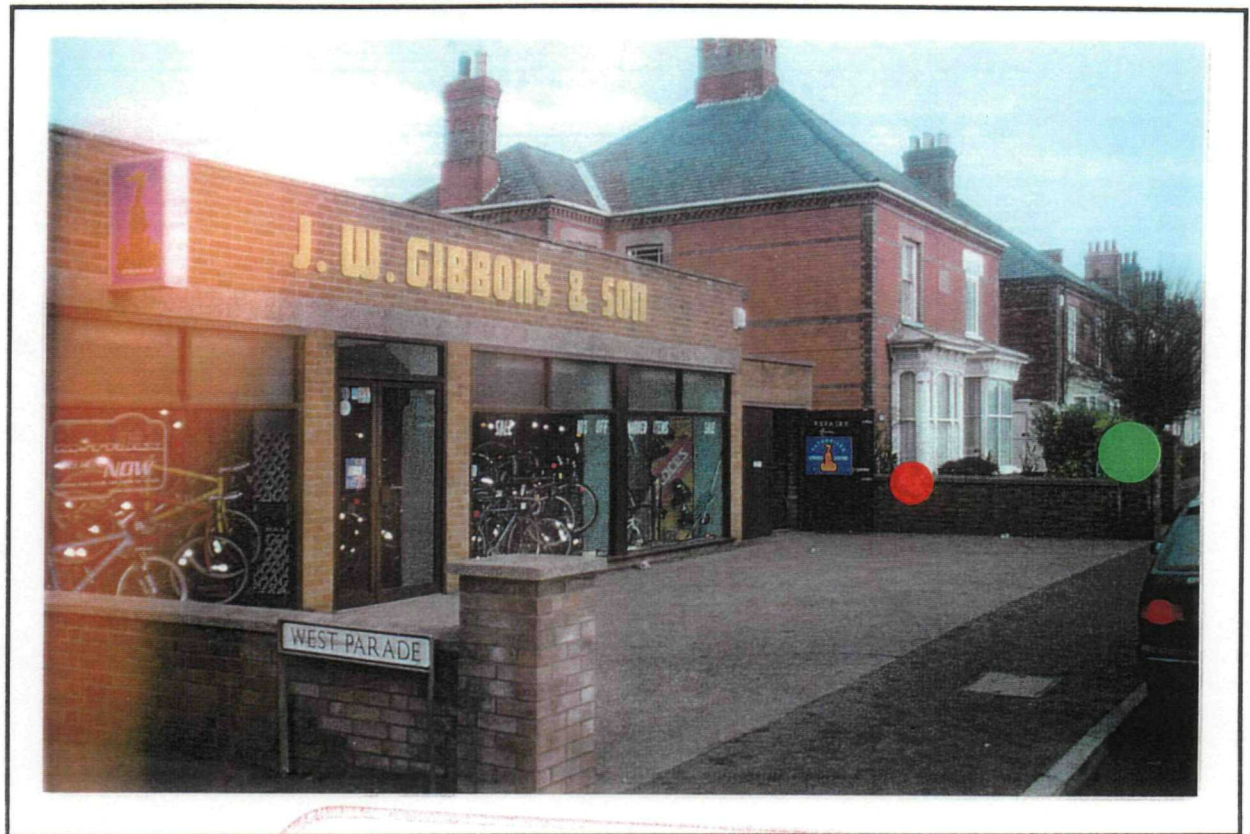


Planning Application: 112 Winsover Road



Re-submission



BEFORE

● Proposed position for resubmission

H16/1193/98

DETERMINED
SOUTH HOLLAND COUNCIL HOUSING & PLANNING
03 DEC 1998
Ref: 1193/98



Citilite Advertising Display Unit



Designed in Europe, Citilites are one of the fastest growing advertising medium within the U.K. and are rapidly becoming the preferred choice in outdoor advertising. Citilites are designed to the highest quality to meet rigorous tests:

- Main support structure made from galvanised steel - display case from aluminium extrusion.
- Fitted with toughened float glass or an unbreakable high impact acrylic.
- Rounded corners to ensure public safety.
- High frequency electronic ballasts ensure low heat emissions, increased energy saving and maximum safety.
- Working with the Royal National Institute for the Blind, Citilite have developed the 'RNIB Cane Rail' - a tubular structure that surrounds the base of the unit to assist persons with visual, mobility, and sensory disabilities in accordance with our company policy.

Citilites are well suited to commercial forecourts, busy high streets, pedestrian precincts, shopping centres and local shopping parades. They provide colour and illumination, blending with the street scene to improve the appearance of the retail outlet.

This size of panel is the most popular outdoor advertising medium with many councils and local authorities, and are

generally seen on bus shelters.

As an outdoor medium, they receive the highest percentage of planning approvals, reflecting their positive impact on local amenity and public safety.

The majority of the products advertised on Citilites are from the FMCG (Fast Moving Consumer Goods) sector. It is generally believed that these units help to influence customers at the point-of-sale.

Units are meticulously maintained:

- All units are cleaned and serviced frequently and inspected every fortnight.
- Citilite offer a 24 hour response service in the event of damage to the unit.
- Citilites eliminate forecourt signs and 'clutter' via an enforceable contract with the shop owner.

Each unit has three fluorescent tubes fitted with a light sensor that automatically illuminate the unit during periods of darkness. These sensors can be equipped with a timeclock facility for shorter periods and a dimming facility for sensitive areas.

Landlords find Citilites extremely beneficial during winter.

The units provide illumination which protects shoppers and pedestrians during hours of darkness and are also equipped with an RCB device to protect in the event of electrical failure.

SOUTH HOLLAND DC
HOUSING & PLANNING
03 DEC 1998

DETERMINED
PLAN

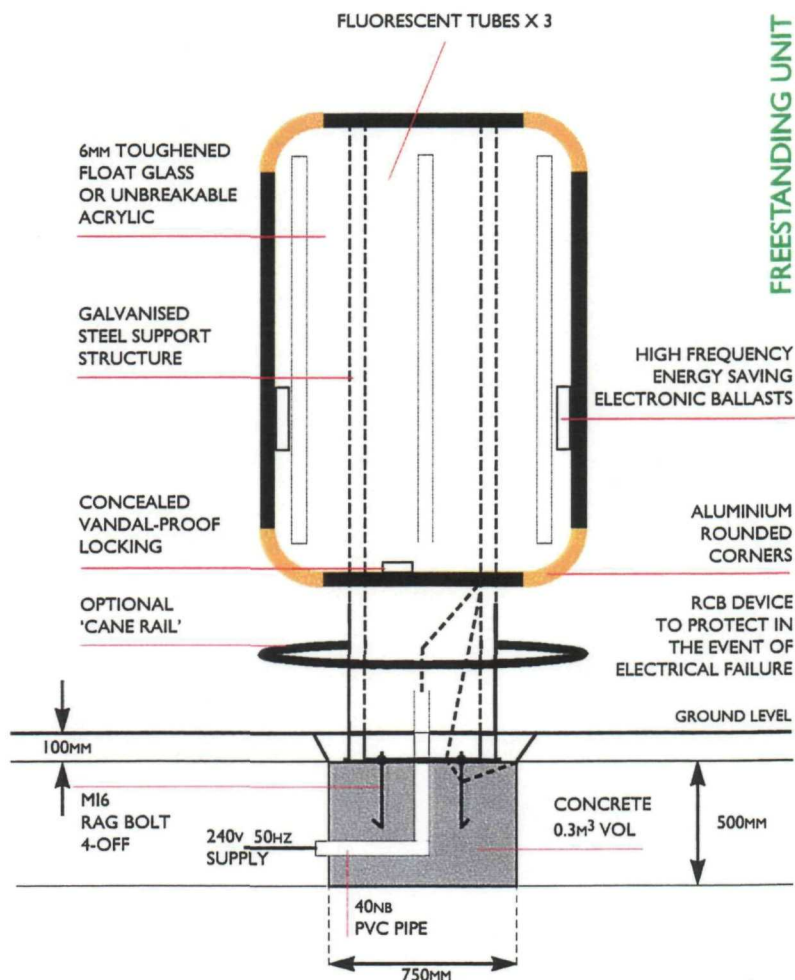
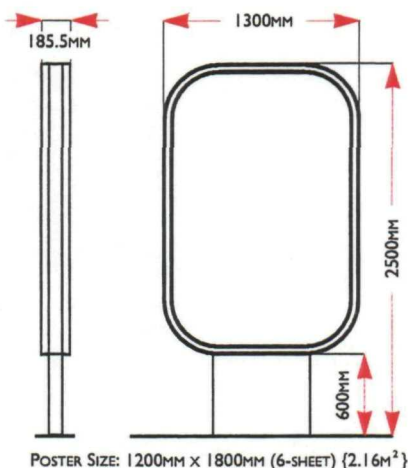
CITILITE DISPLAY UNIT

Ref: 1193/98

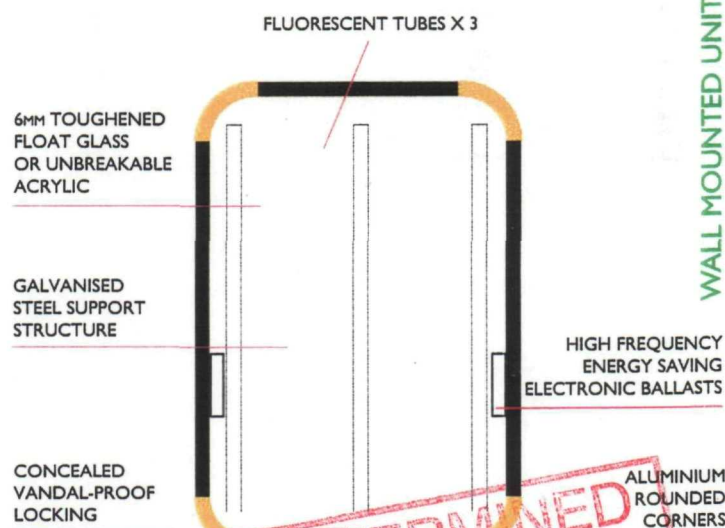
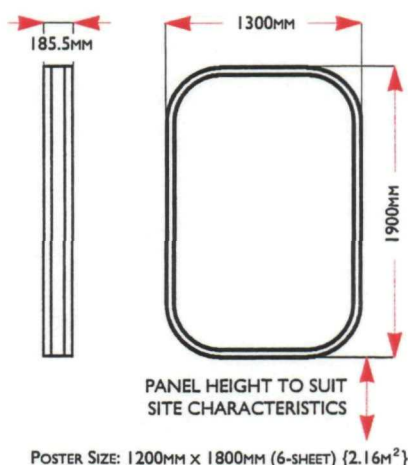
H16/1193/98

Citilite Specifications Advertising Display Unit

Double/Single Sided Illuminated Display Unit



FREESTANDING UNIT



WALL MOUNTED UNIT

H16/1193/98

RNIB
challenging blindness
WE ARE PROUD TO BE
ASSOCIATED WITH RNIB
REGISTERED CHARITY NO 226227

**SOUTH HOLLAND DC
HOUSING & PLANNING**

03 DEC 1998

Ref:

1193/98

**DETERMINED
PLAN**

Citilite

14/15 Lower Grosvenor Place, London SW1W 0EX
Telephone 0171 393 4900 Fax 0171 630 5915
Email UkSales@primesight.co.uk

Citilite Planning Application

