

Appendix 4**Application for Advertisement Consent: Proposal Factsheet**

URN: 23529

Site Name: Chepstow Road

Planning Portal Reference: PP-13971315

Advertising Type	Digital
Size of Advertisement (HxWxD)	3m x 6m x 0.1m
Number of Panels	One
Max Daytime Illumination <i>(to be adjusted based on application)</i>	Up to 5,000 cd/sqm (Brightness will vary during daylight hours based on ambient brightness (ie brighter on a cloudless summers day than overcast winters day)
Max Night-time Illumination <i>(to be adjusted based on application)</i>	300cd/m2
Notes	Brightness adjusted by a light sensor backed by a light table.