

ARCHITECTURAL ASSESSMENT & PLANNING STRATEGY REPORT

Technical Guidance for Photoshop Update & Council Compliance Alignment

Project Site:	11 Eastcheap, Letchworth Garden City, SG6 3DA	Date:	08 June 2026
Authority:	Letchworth Local Planning Authority / Heritage Foundation	Document Ref:	ARCH-ONCU-PL02
Status:	Extension Agreed to 05.06.2026 (Live Framework)	Prepared By:	Architectural Advisory & Compliance

1. Submission Context & Plan View Reference

This report contains the unmodified architectural layout submitted for the signage and advertisement application at 11 Eastcheap. Below is the reference drawing (Drawing Ref: 25.01-D1) displaying the Existing and Proposed Elevations alongside the A-A vertical projection cross-sections.

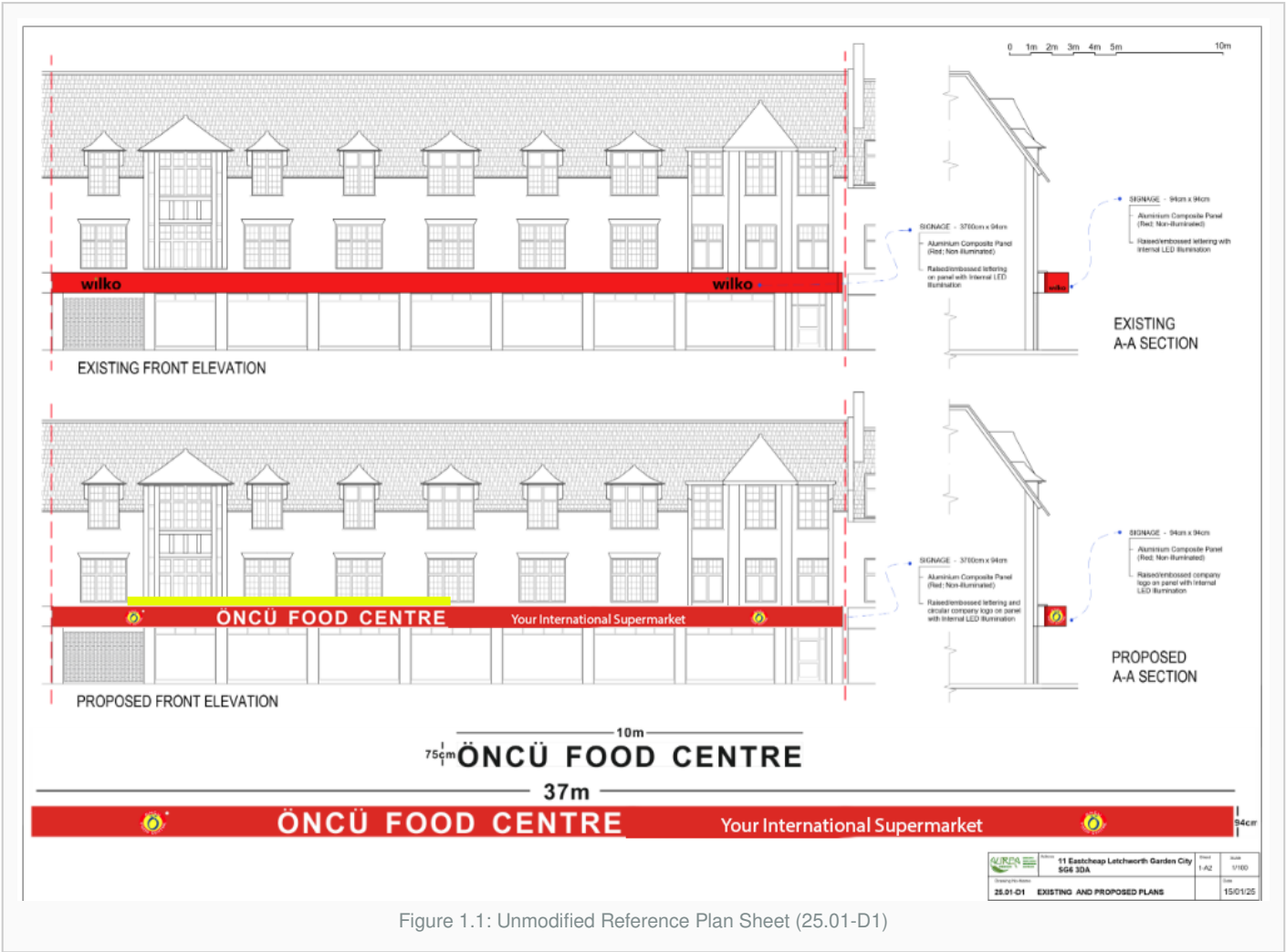


Figure 1.1: Unmodified Reference Plan Sheet (25.01-D1)

2. Comprehensive Council Review & Required Technical Revisions

While the Local Planning Authority and Heritage Foundation find the baseline layout an improvement, the Case Officer has flagged precise technical deficiencies that must be updated. Below is the precise operational methodology to modify this sheet using Photoshop without altering the baseline structural elements.

Drawing Section	Officer Deficiency & Requirement	Actionable Photoshop Modification
Main Fascia Overlay (Lower Section)	The Case Officer strictly forbids placing text measurements directly across the graphical fascia artwork face. All arrows, text tags, and indicators must be cleared from the signage profile to preserve architectural drafting aesthetics.	• Cleanly erase the "37m" text and horizontal arrows from the face of the long red banner. • Cleanly remove the "10m" line and text indicator. • Wipe out the "75cm" text tag completely.
Proposed A-A Section (Right Column)	The projection sign box on the "Proposed A-A Section" diagram currently renders blank without identity graphics, creating a structural contradiction in the documentation.	• Copy the circular yellow and red Öncü Logo Emblem. • Scale down and cleanly insert it inside the small square projection sign on the PROPOSED A-A SECTION drawing.
External Illumination (Yellow Accent Strip)	The bright yellow strip drawn above the lettering specifies external illumination, but the sheet completely lacks any contextual descriptive callouts or labels defining its physical electrical engineering characteristics.	• Keep the yellow line profile exactly as it is. • Add a fine pointer line extending from the yellow strip to the side margin with the text label: <i>"Proposed continuous external linear LED strip light bar (3000K Warm White Downlight)."</i>

3. Official Side Margin Notes (Text Panel Additions)

To satisfy the Case Officer's mandate ("*Any markings should be placed as a note on the side, not on the signage itself*"), the cleared metrics must be typed onto the right-hand blank margins using a clean sans-serif typeface.

Verbatim Margin Text Blocks to Insert in Photoshop Side-Panel:

1. FASCIA PANEL DIMENSIONS

- Total Continuous Length: 37.00 Metres (37m)
- Vertical Panel Uniform Height: 0.94 Metres (94cm)
- Text-to-Panel Ratio: Lettering scales within a maximum 12.5% framework height threshold.

2. ILLUMINATION AND HARDWARE SPECIFICATIONS

- **External Illumination:** Continuous top-lip external overhead linear LED light bar track. 3000K static light output restricted to ≤ 600 cd/m² maximum brightness.
- **Projecting Signage:** 94cm × 94cm square layout. Double-sided architectural aluminum frame with internal static LED array system restricted to ≤ 400 cd/m². Centered company roundel emblem on both faces.

4. Professional Signoff

Implementing these precise cosmetic text adjustments over the original framework preserves the core scale accuracy of the layout while aligning fully with the statutory criteria required by the Letchworth Planning Authority.