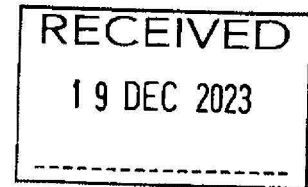




00180



8th DECEMBER 2023

Dear Sirs

Re; Formula Barber Shop, 281 Bearwood Road, Bearwood, Smethwick, B66 4DR.

The above application relates to the erection of a 6 metre x 3 metre Digital screen on the return wall of the above premises.

The Screen would sit centrally and to the right side of the wall.

The screen is set to only 300 candela's per square metre luminance which is the lowest setting for viewing without creating a bright or impactful display.

We feel that this proposal will bring life and colour to this mainly retail street scene, and with this in mind we look forward to hopefully a favourable response once your committee has had a chance to assess this proposal.

Yours Faithfully

For and on Behalf of Replyshort Limited

John O'Hara

Director

ReplyShort
LIMITED

201F The Argent Centre,
60 Frederick Street, Birmingham B1 3HS

COMPANY NO. 3476778