

THE ORACLE SHOPPING CENTRE, BRIDGE STREET, READING, RG1 2AG

APPLICATION FOR ADVERTISEMENT CONSENT

APPLICATION REFERENCE (170800)

Type of Sign (Fascia or Totem)	Ref and Location	Height from the Ground to the Base	Height	Width	Depth	Materials	Maximum Height of Individual Letters and Symbols	Colour of Text and Background	Illumination	Internal or External Illumination?	Illuminance levels	Static or Intermittent Illumination
Fascia	EXT05 Bridge Street Facade	15056mm	2580mm	21100mm	100mm – 200mm (TBC following development of lighting detail, which may dictate an increase to depth)	Fabricated bronze background and anodised aluminium face panel with graphic letters cut through. Illumination between background and anodised aluminium panel.	1240mm	Letters are cut into anodised aluminium face panel to show bronze background behind the cut out text.	Yes	Internal	LED Up to 400cd/m2	Static
Fascia	EXT 06 Riverside Car Park entrance	2560mm	900mm	10550mm	100mm – 200mm (TBC following development of lighting detail, which may dictate an increase to depth)	Fabricated aluminium sign panel of appropriate thickness with internal support as required to ensure no warping or flexing across face. Sign box to have crisp 90 degree corners. Opal acrylic graphics pushed through aluminium face to finish flush. Graphics to have crisp edges and sharp corners.	450mm	Panel painted black to all sides and edges. Letters to illuminate white. 'P' icon to illuminate white and blue.	Yes	Internal	LEDs to 4000K temperature.	Static
Fascia	EXT 08 Riverside Car Park entrance	2560mm	805mm	3892mm	100mm – 200mm (TBC following development of lighting detail, which may dictate an increase to depth)	Fabricated bronze background and anodised aluminium face panel with graphic letters cut through. Illumination between background and anodised aluminium panel. Combined with fabricated aluminium sign panel of appropriate thickness with internal support as required to ensure no warping or flexing across face. Sign box to have crisp 90 degree corners. Opal acrylic graphics pushed through aluminium face to finish flush. Graphics to have crisp edges and sharp corners.	260mm	Letters are cut into anodised aluminium face panel to show bronze background behind the cut out text. Combined with panel painted black to all sides and edges. Letters to illuminate white. 'P' icon to illuminate white and blue.	Yes	Internal	LED Up to 400cd/m2 for the bronze; and anodised sign and LEDs to 4000K temperature for the black and white aluminium sign	Static
Fascia	EXT 9 South east corner Vue Cinema on A329	13152mm	1060mm	8720mm	100mm – 200mm (TBC following development of lighting detail, which may dictate an increase to depth)	Fabricated bronze background and anodised aluminium face panel with graphic letters cut through. Illumination between background and anodised aluminium panel.	510mm	Letters are cut into anodised aluminium face panel to show bronze background behind the cut out text.	Yes	Internal	LED Up to 400cd/m2	Static
Fascia	EXT 13 Riverside Car Park secondary entrance	3921mm	753mm	5655mm	100mm	Fabricated aluminium sign panel of appropriate thickness with internal support as required to ensure no warping or flexing across face. Sign box to have crisp 90 degree corners. Opal acrylic graphics pushed through aluminium face to finish flush. Graphics to have crisp edges and sharp corners.	360mm	Panel painted black to all sides and edges. Letters to illuminate white. 'P' icon to illuminate white and blue.	Yes	Internal	LEDs to 4000K temperature.	Static
Fascia	EXT 15 Riverside Car Park primary	2171mm	416mm	4216.4mm	100mm	Fabricated aluminium sign panel of appropriate thickness with internal support as required to ensure no warping	210mm	Panel painted black to all sides and edges. Letters to illuminate white. 'P' icon to illuminate white and blue.	Yes	Internal	LEDs to 4000K temperature.	Static

Type of Sign (Fascia or Totem)	Ref and Location	Height from the Ground to the Base	Height	Width	Depth	Materials	Maximum Height of Individual Letters and Symbols	Colour of Text and Background	Illumination	Internal or External Illumination?	Illuminance levels	Static or Intermittent Illumination
	entrance					or flexing across face. Sign box to have crisp 90 degree corners. Opal acrylic graphics pushed through aluminium face to finish flush. Graphics to have crisp edges and sharp corners.						
Fascia	EXT 16 Riverside Car Park façade	15021mm	1970mm	5120mm	100mm	Fabricated aluminium sign panel of appropriate thickness with internal support as required to ensure no warping or flexing across face. Sign box to have crisp 90 degree corners. Opal acrylic graphics pushed through aluminium face to finish flush. Graphics to have crisp edges and sharp corners.	445mm	Panel painted black to all sides and edges. Letters to illuminate white. 'P' icon to illuminate white and blue.	Yes	Internal	LEDs to 4000K temperature.	Static
Fascia	EXT 18 Riverside Rotunda entrance	9155mm	1405mm	20574mm	100mm – 200mm (TBC following development of lighting detail, which may dictate an increase to depth)	Fabricated bronze background and anodised aluminium face panel with graphic letters cut through. Illumination between background and anodised aluminium panel.	675mm	Letters are cut into anodised aluminium face panel to show bronze background behind the cut out text.	Yes	Internal	LED Up to 400cd/m2	Static
Fascia	EXT 24 Broad Street entrance	2620mm	931mm	7161mm	100mm – 200mm (TBC following development of lighting detail, which may dictate an increase to depth)	Fabricated bronze background and anodised aluminium face panel with graphic letters cut through. Illumination between background and anodised aluminium panel.	450mm	Letters are cut into anodised aluminium face panel to show bronze background behind the cut out text.	Yes	Internal	LED Up to 400cd/m2	Static
Fascia	EXT 26 Broad Street entrances	2598mm	Additional 150mm to clear louvre	5748mm	100mm – 200mm (TBC following development of lighting detail, which may dictate an increase to depth)	Fabricated bronze background and anodised aluminium face panel with graphic letters cut through. Illumination between background and anodised aluminium panel.	380mm	Letters are cut into anodised aluminium face panel to show bronze background behind the cut out text.	Yes	Internal	LED Up to 400cd/m2	Static
Fascia	EXT 29 Gun Street entrance	10158mm	1279.5mm	7070mm	100mm – 200mm (TBC following development of lighting detail, which may dictate an increase to depth)	Fabricated bronze background and anodised aluminium face panel with graphic letters cut through. Illumination between background and anodised aluminium panel.	615mm	Letters are cut into anodised aluminium face panel to show bronze background behind the cut out text.	Yes	Internal	LED Up to 400cd/m2	Static
Fascia	EXT 31 Holy Brook Car Park entrance	2560mm	1125mm	8471mm	100mm – 200mm (TBC following development of lighting detail, which may dictate an increase to depth)	Fabricated bronze background and anodised aluminium face panel with graphic letters cut through. Illumination between background and anodised aluminium panel. Combined with fabricated aluminium sign panel of appropriate thickness with internal support as required to ensure no warping or flexing across face. Sign box to have crisp 90 degree corners. Opal acrylic graphics pushed through aluminium face to finish flush. Graphics to have crisp edges and sharp corners.	360mm	Letters are cut into anodised aluminium face panel to show bronze background behind the cut out text. Combined with panel painted black to all sides and edges. Letters to illuminate white. 'P' icon to illuminate white and blue.	Yes	Internal	LED Up to 400cd/m2 for the bronze; and anodised sign and LEDs to 4000K temperature for the black and white aluminium sign	Static

Type of Sign (Fascia or Totem)	Ref and Location	Height from the Ground to the Base	Height	Width	Depth	Materials	Maximum Height of Individual Letters and Symbols	Colour of Text and Background	Illumination	Internal or External Illumination?	Illuminance levels	Static or Intermittent Illumination
Fascia	EXT 48 Bridge Street façade	19848mm	2930mm	2930mm	200mm	Fabricated aluminium sign panel of appropriate thickness. Sign box to have crisp 90 degree corners. Opal acrylic graphics pushed through aluminium face to finish flush. Graphics to have crisp edges and sharp corners.	1770mm	Panel painted blue to all sides and edges. Letters to illuminate white.	Yes	Internal	LEDs to 4000K temperature	Static
Fascia	EXT 50 Shopmobility entrance on Yield Hall Place	1570mm	540mm	900mm	100mm – 200mm (TBC following development of lighting detail, which may dictate an increase to depth)	Fabricated aluminium sign panel of appropriate thickness. Sign box to have crisp 90 degree corners. Opal acrylic graphics pushed through aluminium face to finish flush. Graphics to have crisp edges and sharp corners.	70mm	Panel painted black to all sides and edges. Letters to illuminate white.	Yes	Internal	LEDs to 4000K temperature.	Static
Fascia	EXT 52 Minster Street entrance	11401mm (check as dwg shows measurement below base of sign)	980mm	10740mm	100mm – 200mm (TBC following development of lighting detail, which may dictate an increase to depth)	Fabricated bronze background and anodised aluminium face panel with graphic letters cut through. Illumination between background and anodised aluminium panel.	470mm	Letters are cut into anodised aluminium face panel to show bronze background behind the cut out text.	Yes	Internal	LED Up to 400cd/m2	Static
Totem	EXT 01 Bridge Street	N/A	2600mm	550mm	120mm	External sign structure, internally illuminated, double sided, comprising fabricated anodised aluminium shell with internal structural components. Panels to be 3mm and with appropriate support as required to ensure no bowing or sagging across face. Panels to be folded to ensure crisp 90 degree corners. Frame welded stainless steel baseplate. Foundation details to be concrete pad or direct to slab with chem-fixed anchor or similar to allow for paving to be reinstated up to sign edge.	Level ID: 85mm Header text: 35mm Directional text: 30mm	Name and level at top of the totem to be illuminated opal acrylic letters with bronze finish to front of letters. To finish 2-3mm proud of sign face. Directional content to be illuminated via opal acrylic push through letters to finish flush with anodised sign face. Cladding panels in 2 sections to allow for replacement of top panel if directional content needs updating. Toughened glass panel, flush but set back slightly from panel. Digital print to white vinyl and laminated face applied to glass panel with satin laminate overall.	Yes	Internal	The backlit panels will have a maximum lux level of approx. 924 (Lumens 388, Candela 211).	Static
Totem	EXT 02 Bridge Street	N/A	2600mm	550mm	120mm	External sign structure, internally illuminated, double sided, comprising fabricated anodised aluminium shell with internal structural components. Panels to be 3mm and with appropriate support as required to ensure no bowing or sagging across face. Panels to be folded to ensure crisp 90 degree corners. Frame welded stainless steel baseplate. Foundation details to be concrete pad or direct to slab with chem-fixed anchor or similar to allow for paving to be reinstated up to sign edge.	Level ID: 85mm Header text: 35mm Directional text: 30mm	Name and level at top of the totem to be illuminated opal acrylic letters with bronze finish to front of letters. To finish 2-3mm proud of sign face. Directional content to be illuminated via opal acrylic push through letters to finish flush with anodised sign face. Cladding panels in 2 sections to allow for replacement of top panel if directional content needs updating. Toughened glass panel, flush but set back slightly from panel. Digital print to white vinyl and laminated face applied to glass panel with satin laminate overall.	Yes	Internal	The backlit panels will have a maximum lux level of approx. 924 (Lumens 388, Candela 211).	Static
Totem	EXT 10 Yield Hall Place	N/A	2600mm	550mm	120mm	External sign structure, internally illuminated, double sided, comprising fabricated anodised aluminium shell with internal structural components.	Level ID: 85mm Header text: 35mm	Name and level at top of the totem to be illuminated opal acrylic letters with bronze finish to front of letters. To finish 2-3mm proud of sign face.	Yes	Internal	The backlit panels will have a maximum lux level of approx.	Static

Type of Sign (Fascia or Totem)	Ref and Location	Height from the Ground to the Base	Height	Width	Depth	Materials	Maximum Height of Individual Letters and Symbols	Colour of Text and Background	Illumination	Internal or External Illumination?	Illuminance levels	Static or Intermittent Illumination
						Panels to be 3mm and with appropriate support as required to ensure no bowing or sagging across face. Panels to be folded to ensure crisp 90 degree corners. Frame welded stainless steel baseplate. Foundation details to be concrete pad or direct to slab with chem-fixed anchor or similar to allow for paving to be reinstated up to sign edge.	Directional text: 30mm	Directional content to be illuminated via opal acrylic push through letters to finish flush with anodised sign face. Cladding panels in 2 sections to allow for replacement of top panel if directional content needs updating. Toughened glass panel, flush but set back slightly from panel. Digital print to white vinyl and laminated face applied to glass panel with satin laminate overall.			924 (Lumens 388, Candela 211).	
Totem	EXT 11 Riverside Cinema Entrance	N/A	2600mm	550mm	120mm	External sign structure, internally illuminated, double sided, comprising fabricated anodised aluminium shell with internal structural components. Panels to be 3mm and with appropriate support as required to ensure no bowing or sagging across face. Panels to be folded to ensure crisp 90 degree corners. Frame welded stainless steel baseplate. Foundation details to be concrete pad or direct to slab with chem-fixed anchor or similar to allow for paving to be reinstated up to sign edge.	Level ID: 85mm Header text: 35mm Directional text: 30mm	Name and level at top of the totem to be illuminated opal acrylic letters with bronze finish to front of letters. To finish 2-3mm proud of sign face. Directional content to be illuminated via opal acrylic push through letters to finish flush with anodised sign face. Cladding panels in 2 sections to allow for replacement of top panel if directional content needs updating. Toughened glass panel, flush but set back slightly from panel. Digital print to white vinyl and laminated face applied to glass panel with satin laminate overall.	Yes	Internal	The backlit panels will have a maximum lux level of approx. 924 (Lumens 388, Candela 211).	Static
Totem	EXT 17 Riverside Walkway Bridge	N/A	2600mm	550mm	120mm	External sign structure, internally illuminated, double sided, comprising fabricated anodised aluminium shell with internal structural components. Panels to be 3mm and with appropriate support as required to ensure no bowing or sagging across face. Panels to be folded to ensure crisp 90 degree corners. Frame welded stainless steel baseplate. Foundation details to be concrete pad or direct to slab with chem-fixed anchor or similar to allow for paving to be reinstated up to sign edge.	Level ID: 85mm Header text: 35mm Directional text: 30mm	Name and level at top of the totem to be illuminated opal acrylic letters with bronze finish to front of letters. To finish 2-3mm proud of sign face. Directional content to be illuminated via opal acrylic push through letters to finish flush with anodised sign face. Cladding panels in 2 sections to allow for replacement of top panel if directional content needs updating. Toughened glass panel, flush but set back slightly from panel. Digital print to white vinyl and laminated face applied to glass panel with satin laminate overall.	Yes	Internal	The backlit panels will have a maximum lux level of approx. 924 (Lumens 388, Candela 211).	Static
Totem	EXT 20 Riverside Rotunda Entrance	N/A	2600mm	550mm	120mm	External sign structure, internally illuminated, double sided, comprising fabricated anodised aluminium shell with internal structural components. Panels to be 3mm and with appropriate support as required to ensure no bowing or sagging across face. Panels to be folded to ensure crisp 90 degree corners. Frame welded stainless steel baseplate. Foundation details to be concrete pad or direct to slab with chem-fixed anchor or similar to allow for paving to be reinstated up to sign edge.	Level ID: 85mm Header text: 35mm Directional text: 30mm	Name and level at top of the totem to be illuminated opal acrylic letters with bronze finish to front of letters. To finish 2-3mm proud of sign face. Directional content to be illuminated via opal acrylic push through letters to finish flush with anodised sign face. Cladding panels in 2 sections to allow for replacement of top panel if directional content needs updating. Toughened glass panel, flush but set back slightly from panel. Digital print to white vinyl and laminated face applied to glass panel with satin laminate overall.	Yes	Internal	The backlit panels will have a maximum lux level of approx. 924 (Lumens 388, Candela 211).	Static

Type of Sign (Fascia or Totem)	Ref and Location	Height from the Ground to the Base	Height	Width	Depth	Materials	Maximum Height of Individual Letters and Symbols	Colour of Text and Background	Illumination	Internal or External Illumination?	Illuminance levels	Static or Intermittent Illumination
Totem	EXT21 Riverside Debenhams Entrance	N/A	2600mm	550mm	120mm	External sign structure, internally illuminated, double sided, comprising fabricated anodised aluminium shell with internal structural components. Panels to be 3mm and with appropriate support as required to ensure no bowing or sagging across face. Panels to be folded to ensure crisp 90 degree corners. Frame welded stainless steel baseplate. Foundation details to be concrete pad or direct to slab with chem-fixed anchor or similar to allow for paving to be reinstated up to sign edge.	Level ID: 85mm Header text: 35mm Directional text: 30mm	Name and level at top of the totem to be illuminated opal acrylic letters with bronze finish to front of letters. To finish 2-3mm proud of sign face. Directional content to be illuminated via opal acrylic push through letters to finish flush with anodised sign face. Cladding panels in 2 sections to allow for replacement of top panel if directional content needs updating. Toughened glass panel, flush but set back slightly from panel. Digital print to white vinyl and laminated face applied to glass panel with satin laminate overall.	Yes	Internal	The backlit panels will have a maximum lux level of approx. 924 (Lumens 388, Candela 211).	Static
Totem	EXT22 Yield Hall Place	N/A	2600mm	550mm	120mm	External sign structure, internally illuminated, double sided, comprising fabricated anodised aluminium shell with internal structural components. Panels to be 3mm and with appropriate support as required to ensure no bowing or sagging across face. Panels to be folded to ensure crisp 90 degree corners. Frame welded stainless steel baseplate. Foundation details to be concrete pad or direct to slab with chem-fixed anchor or similar to allow for paving to be reinstated up to sign edge.	Level ID: 85mm Header text: 35mm Directional text: 30mm	Name and level at top of the totem to be illuminated opal acrylic letters with bronze finish to front of letters. To finish 2-3mm proud of sign face. Directional content to be illuminated via opal acrylic push through letters to finish flush with anodised sign face. Cladding panels in 2 sections to allow for replacement of top panel if directional content needs updating. Toughened glass panel, flush but set back slightly from panel. Digital print to white vinyl and laminated face applied to glass panel with satin laminate overall.	Yes	Internal	The backlit panels will have a maximum lux level of approx. 924 (Lumens 388, Candela 211).	Static
Totem	EXT27 Broad Street Entrance	N/A	2600mm	550mm	120mm	External sign structure, internally illuminated, double sided, comprising fabricated anodised aluminium shell with internal structural components. Panels to be 3mm and with appropriate support as required to ensure no bowing or sagging across face. Panels to be folded to ensure crisp 90 degree corners. Frame welded stainless steel baseplate. Foundation details to be concrete pad or direct to slab with chem-fixed anchor or similar to allow for paving to be reinstated up to sign edge.	Level ID: 85mm Header text: 35mm Directional text: 30mm	Name and level at top of the totem to be illuminated opal acrylic letters with bronze finish to front of letters. To finish 2-3mm proud of sign face. Directional content to be illuminated via opal acrylic push through letters to finish flush with anodised sign face. Cladding panels in 2 sections to allow for replacement of top panel if directional content needs updating. Toughened glass panel, flush but set back slightly from panel. Digital print to white vinyl and laminated face applied to glass panel with satin laminate overall.	Yes	Internal	The backlit panels will have a maximum lux level of approx. 924 (Lumens 388, Candela 211).	Static
Totem	EXT28 Gun Street Walkway	N/A	2600mm	550mm	120mm	External sign structure, internally illuminated, double sided, comprising fabricated anodised aluminium shell with internal structural components. Panels to be 3mm and with appropriate support as required to ensure no bowing or sagging across face. Panels to be folded to ensure crisp 90 degree corners. Frame welded stainless steel baseplate. Foundation details to be concrete pad or	Level ID: 85mm Header text: 35mm Directional text: 30mm	Name and level at top of the totem to be illuminated opal acrylic letters with bronze finish to front of letters. To finish 2-3mm proud of sign face. Directional content to be illuminated via opal acrylic push through letters to finish flush with anodised sign face. Cladding panels in 2 sections to allow for replacement of top panel if directional content needs updating.	Yes	Internal	The backlit panels will have a maximum lux level of approx. 924 (Lumens 388, Candela 211).	Static

Type of Sign (Fascia or Totem)	Ref and Location	Height from the Ground to the Base	Height	Width	Depth	Materials	Maximum Height of Individual Letters and Symbols	Colour of Text and Background	Illumination	Internal or External Illumination?	Illuminance levels	Static or Intermittent Illumination
						direct to slab with chem-fixed anchor or similar to allow for paving to be reinstated up to sign edge.		Toughened glass panel, flush but set back slightly from panel. Digital print to white vinyl and laminated face applied to glass panel with satin laminate overall.				