

READING GATEWAY - BEEFEATER & PREMIER INN

SITE DETAILS				LANDLORD DETAILS		DISTRIBUTION	
RESTAURANT		Beefeater & Premier Inn new build		TENURE	Freehold	WHITBREAD PROPERTY	06/09/2017
ADDRESS		Reading Gateway Jct 11 M4 Reading Worton Grange Imperial Way		LANDLORD		PROJECT MANAGER	06/09/2017
TELEPHONE		()		TELEPHONE		BEEFEATER	06/09/2017
SITE CONTACT		None		SITE CONTACT		PREMIER INN	06/09/2017
						SIGN COMPANY	-
						ELECTRICAL CONTRACTOR	-
						GERALD EVE	-
						LOCAL AUTHORITY	06/09/2017
				PLANNING AUTHORITY			
				DISTRICT COUNCIL	Reading Borough Council		
				ADDRESS	Planning Bridge Street Reading Borough Council Civic Offices Reading RG1 2LU		
				TELEPHONE	0118 9373787		
				CONTACT	N/A		
				PLANNING SUMMARY			
				ITEMS REQUIRING CONSENT	All branded items require consent		
				ITEMS NOT REQUIRING CONSENT	N/A		
				PLANNING STATUS	Application submitted 25/08/2017		



A. 700mm Cap height built up letters and 1670 x 1120mm built up cow with internally illuminated white acrylic faces. Cow decorated with brown vinyl. Letter and cow returns to be finished RAL 7016 Anthracite grey.

B. Awnings over windows with internally illuminated white Beefeater logos. Number of awnings, logo layout and final dimensions to be agreed on site.

C. 500mm Cap height built up letters and 1200 x 800mm built up cow with internally illuminated white acrylic faces. Cow decorated with brown vinyl. Letter and cow returns to be finished RAL 7016 Anthracite grey.

D. 440 x 675mm Internally illuminated menu unit, post mounted to a total height of 1800mm left of entrance.

1. Premier Inn vertical flex face sign 1860 x 7000mm with internally illuminated letters, moon & stars logo. Purple panel backed up with opaque film.
2. Internally illuminated Premier Inn fascia sign with curved ends. 4775 x 600mm Aluminium panel is fret cut to form letters and moon & stars logo and backed up with Opal White Perspex. Logo centred over entrance.



E. 800mm Cap height built up letters and 1005 x 670mm built up cow with internally illuminated white acrylic faces. Cow decorated with brown vinyl. Letter and cow returns to be finished RAL 7016 Anthracite grey.



SOUTH-EAST ELEVATION (Side) Facing Unit C

3. Premier Inn vertical projecting sign with flex face 1595 x 6000mm with internally illuminated letters, moon & stars logo. Purple panel backed up with opaque film.

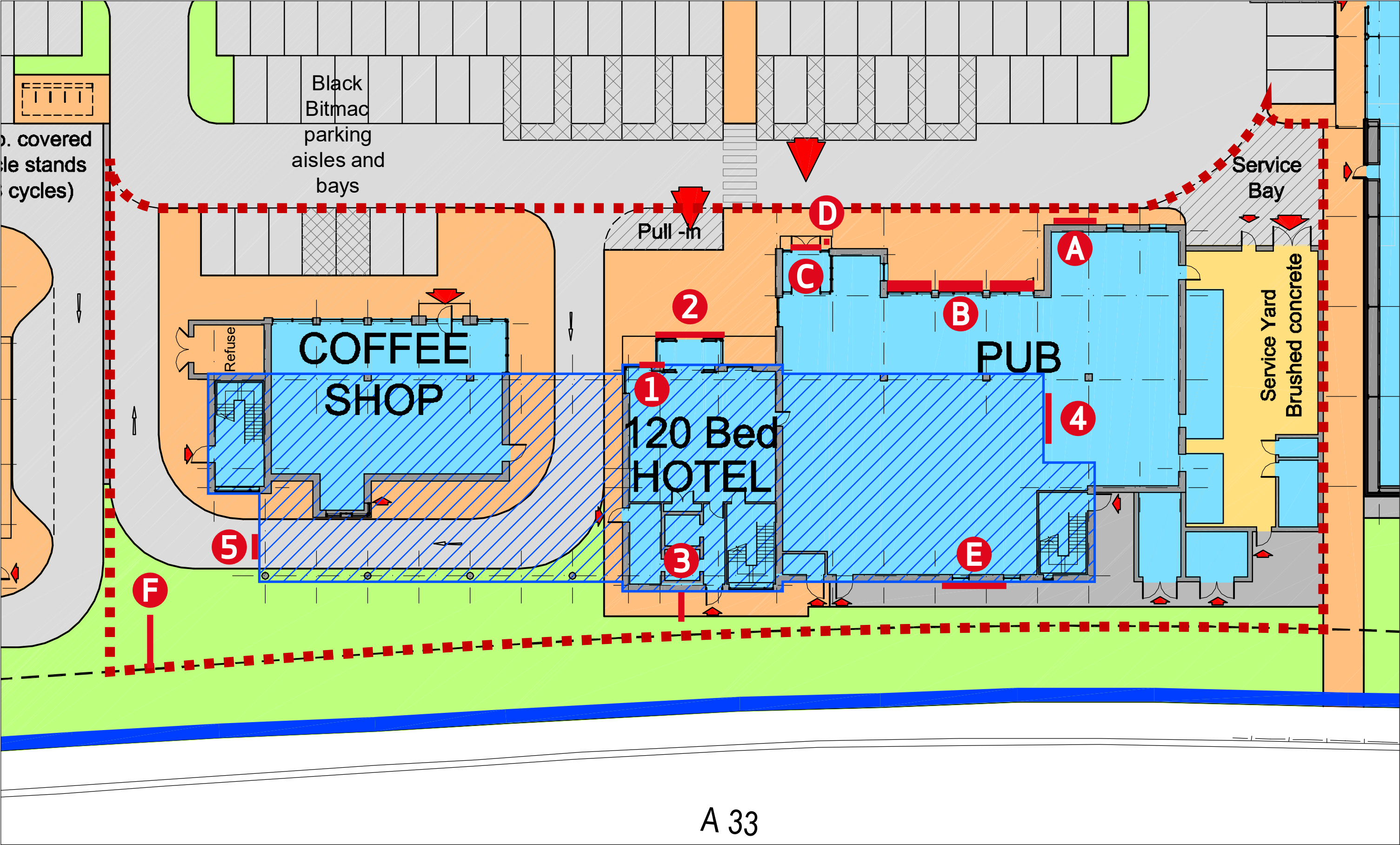
4. Premier Inn flex face sign 3600 x 2275mm with internally illuminated letters, moon & stars logo. Purple panel backed up with opaque film.



NORTH-WEST ELEVATION (Side) Facing Unit D

5. Premier Inn vertical flex face sign 1595 x 6000mm with internally illuminated letters, moon & stars logo. Purple panel backed up with opaque film.

F. 9000mm pole sign 3800mm Wide scaffold plank digital print panels fret cut with white acrylic letters pushed through. 1900 x 1270mm Built up cow with white acrylic face decorated with brown vinyl. Letters and cow illuminated only. All exposed metalwork and post finished RAL 7016 Anthracite grey.



READING GATEWAY - BLOCK PLAN 1:1000 SCALE AT A3

