

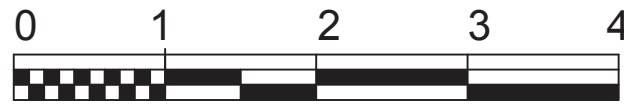
ONE NUMBER DOUBLE SIDED, PAINTED, 'LOLLIPOP' STYLE SIGN.
FRAME SPRAY PAINTED TO MATCH EXISTING METALWORK:
LOGO APPLIED TO BOTH SIDES USING VINYL LETTERING.
SECURELY BOLT FIXED TO EXISTING BRICKWORK.
ARMATURE AND BRACKET SPRAY PAINTED TO MATCH SIGN.
NON ILLUMINATED.

REINSTATED
HANGING BLADE
SIGN &
ARMATURE

PROPOSED BRASS
SWAN-NECKED FASCIA
LIGHT.

EXISTING SHOP FRONT
RETAINED &
REDECORATED

SECTION SHOWING
HANGING BLADE SIGN &
PROPOSED FASCIA LIGHTING.
SCALE: 1:50 AT A1



REINSTATED
HANGING BLADE
SIGN &
ARMATURE.

PROPOSED BRASS
SWAN-NECKED FASCIA
LIGHT

NEW SIGNAGE TO
FASCIA

REPLACE DOOR
IRONMONGERY &
RENEW & MAKE GOOD
THRESHOLD.

ELEVATION TO LONDON STREET WITH
PROPOSED FASCIA SIGNAGE, LIGHTING &
HANGING BLADE SIDE.
SCALE: 1:50 AT A1



3M CRYSTAL OPAQUE MANIFESTATION
TO GROUND FLOOR
WINDOWS & LOWER
PANES TO FIRST FLOOR.
FOUR NUMBER
COMPANY LOGOS SET WITHIN
RONDELS

LONDON WOMEN'S CLINIC
BRANDS / LOGOS
NOT TO SCALE



London
Sperm
Bank

London
egg
Bank

Kind iVF

London
Womens
Clinic

Legend

NOTE: ALL DIMENSIONS TO BE CHECKED ON SITE.
ANY DISCREPANCIES PLEASE INFORM DOUGLASJANE ACCORDINGLY.



Revision	Description	Date
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Client

LONDON WOMEN'S CLINIC

DOUGLASJANE
STUDIO

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Project SIGNAGE FOR
ADVERTISING CONSENT

Address 52 LONDON STREET,
READING RG1 4SQ

Title PROPOSED ELEVATION &
SECTION

Scale 1:50

Date JAN 2025

Drawn DC

Checked

Drawing number	Revision
25004/ELE/910	

No dimensions to be scaled from this drawing. Dimensions to be checked on site prior to fabrication. Report all discrepancies to DouglasJane Studio COPYRIGHT. ©