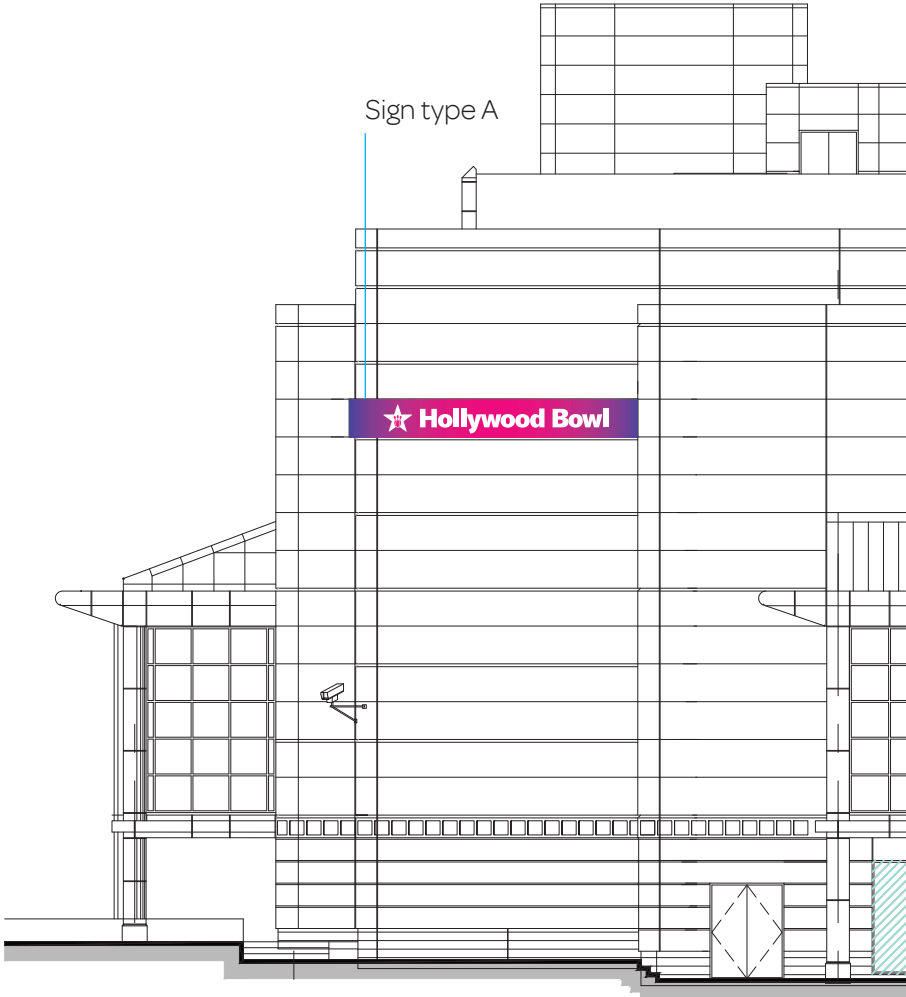
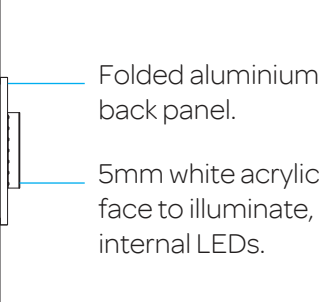
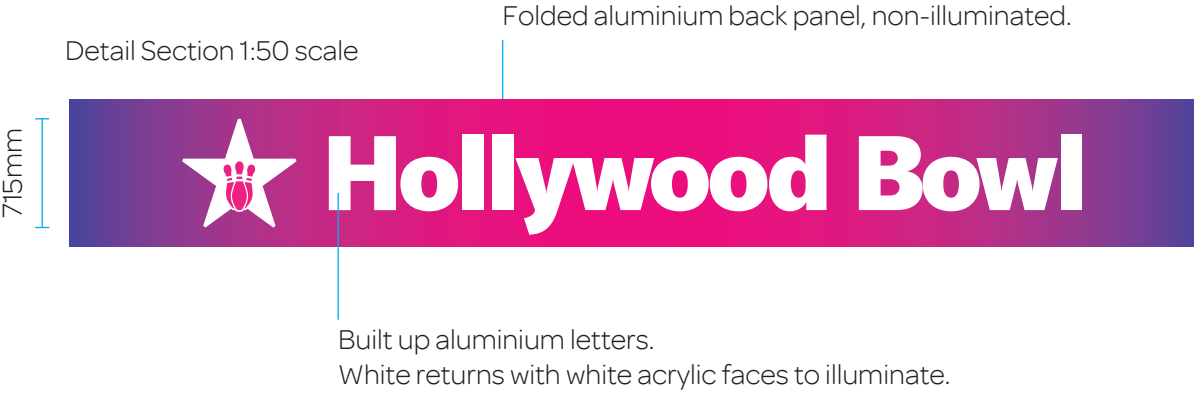


Existing Signage

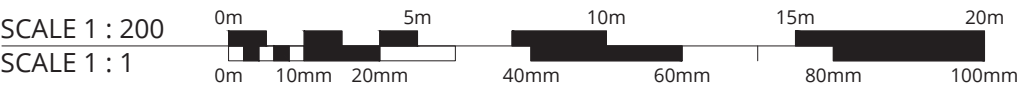


Detail Section 1:50 scale

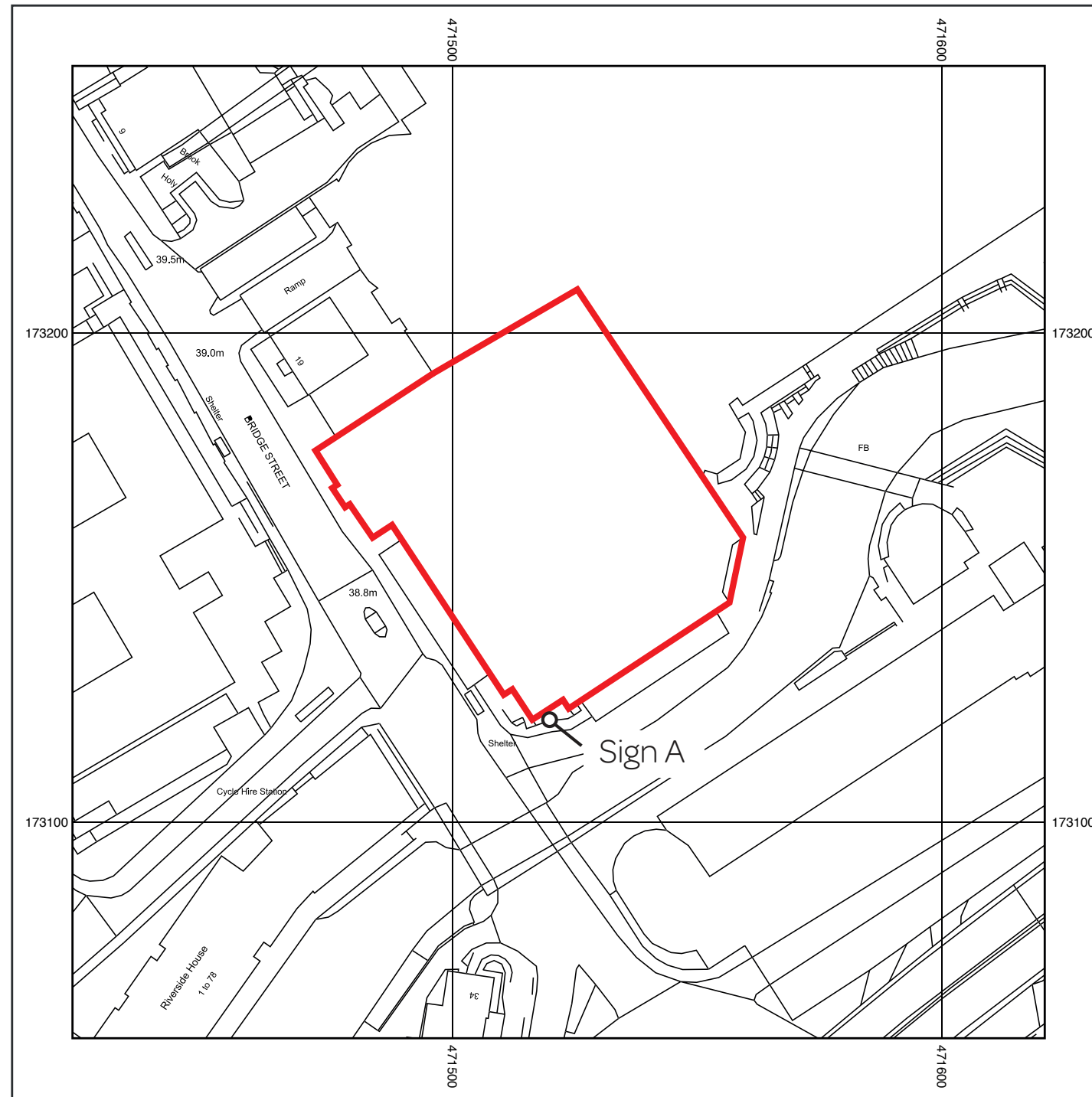


Proposed Sign Type A.

Fabricated aluminium panel overlaid with digitally printed vinyl graphic fade.
Fitted with fabricated built up aluminium letters, with 80mm returns.
Size: 7440x975mm
Letter faces only to illuminate white.
H cap height: 575mm
Letters fitted with LED moduals internally.
Illumination level: 600cdm2
Height above ground: 13000mm



Client:	Hollywood Bowl	Revision	A	
Project:	Reading	Job No:	05954	
Date:	18/08/25			
Designer:	AK			
Scale:	NTS			
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Metres
0 5 10 20 30 40 50
Scale: 1: 1250



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Produced: 25/06/2024
Serial number: 355527

THE ORACLE CENTRE
READING
RG1 2AS

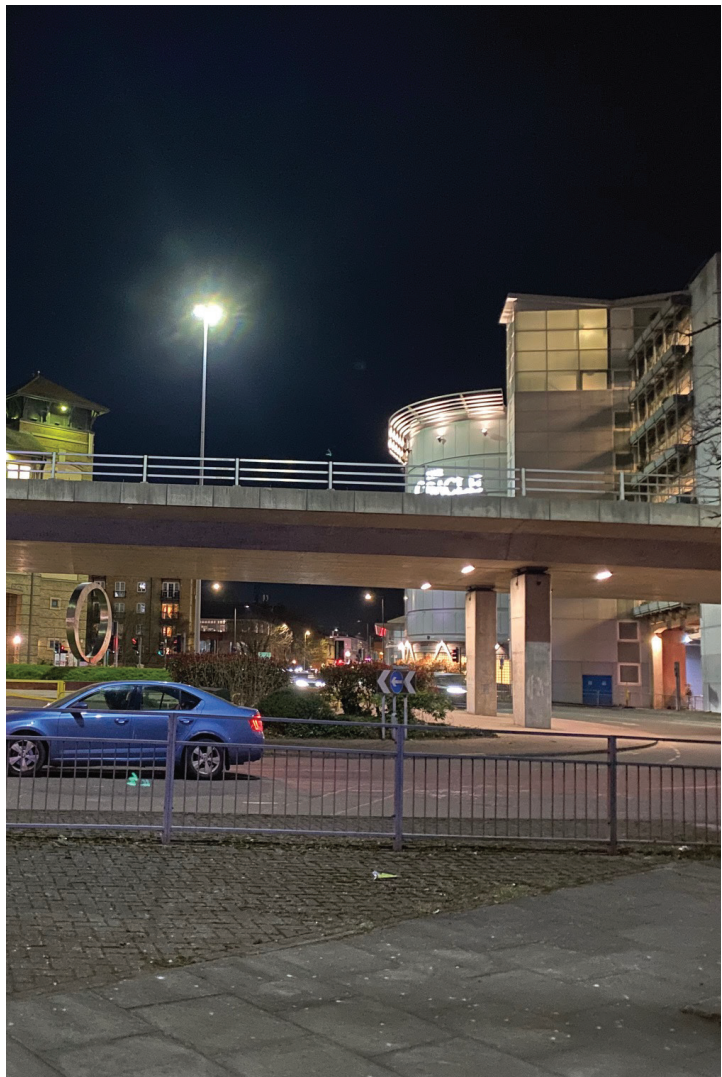
Plot centre co-ordinates: 471522,173155
Download file:
Project name: Hudson_HollywoodBow
IReading

Client:	Hollywood Bowl	Revision:	A	
Project:	Reading	Job No:	05954	
Date:	18/08/25			
Designer:	AK			
Scale:	NTS			

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Existing illuminated signage from 'Premier Inn' and 'The Oracle'



STATEMENT.

With regards to our application, we understand that you asked us to change the original application to non illuminated, which we did. However we were totally unaware that there are two very large illuminated signs that are already up facing the flyover and the blocks of offices/flats opposite. Oracle and premier inn, see photos above.

The client is not worried about the sign actually on the main road or the one facing the bus station and accordingly they were never made as the client deemed them excessive. However they have instructed us to apply for letter only illumination which will match oracle and premier inn. Our letters are considerably smaller than the oracle letters. Our client is happy that this sign is fitted to a time clock where the sign would go off when they close.

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