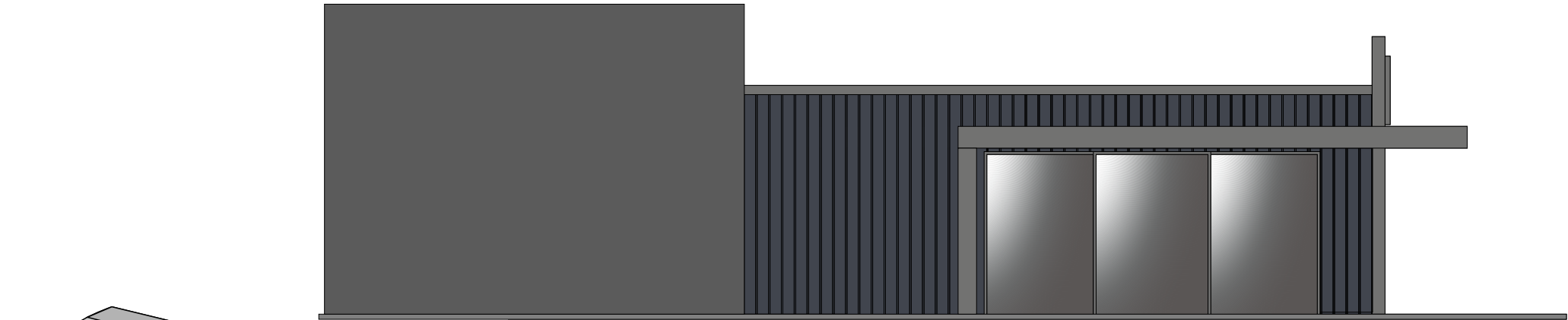
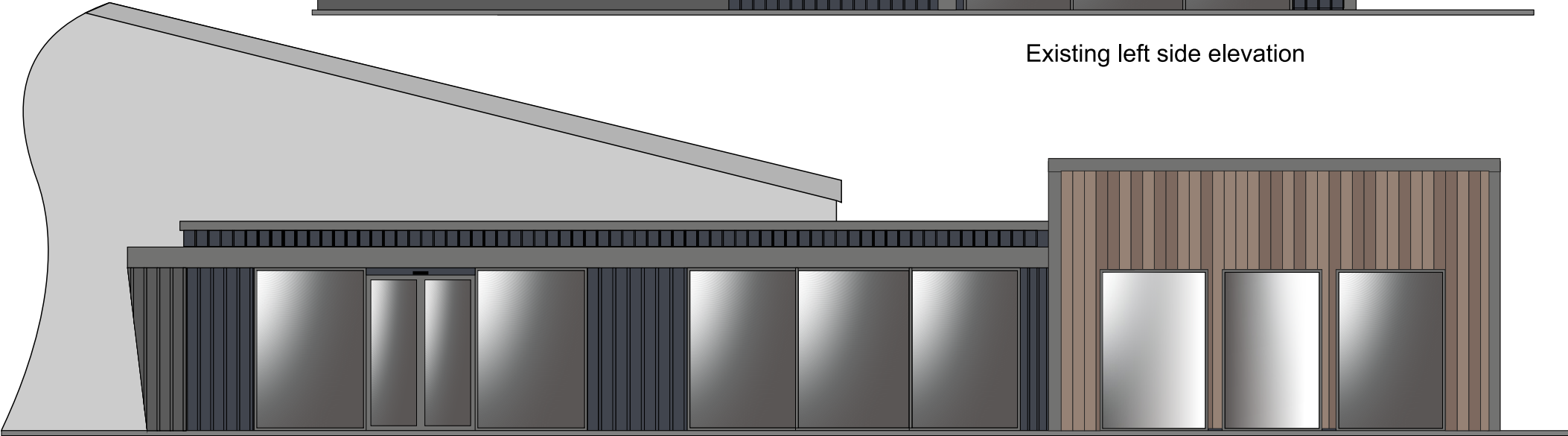
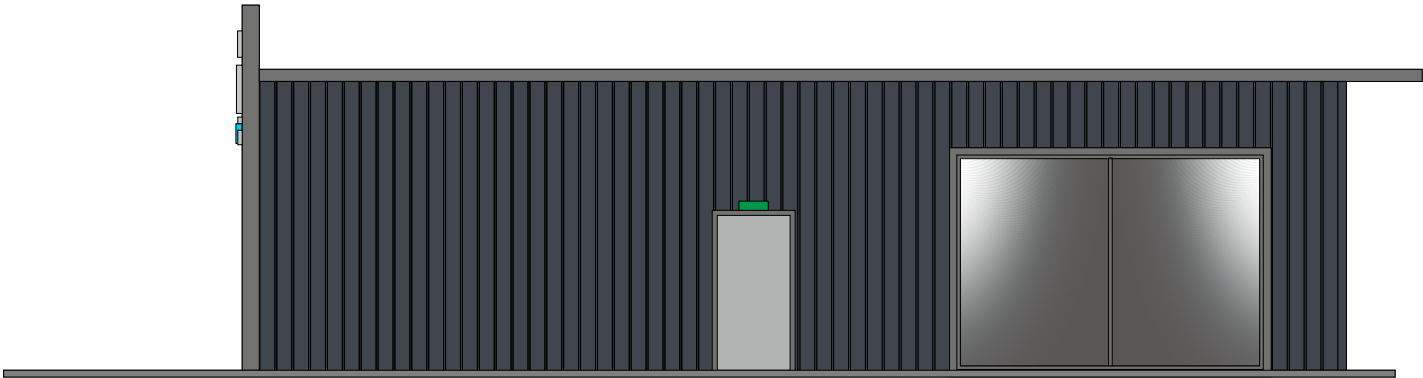




Existing left side elevation



Existing Front elevation



Existing right side elevation



Scale 1:100 @ A3

Existing elevations

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12-05-2026

Date

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advertisement
application

Title

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Fresh

Client

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Scale 1:100 @ A3

Proposed elevations

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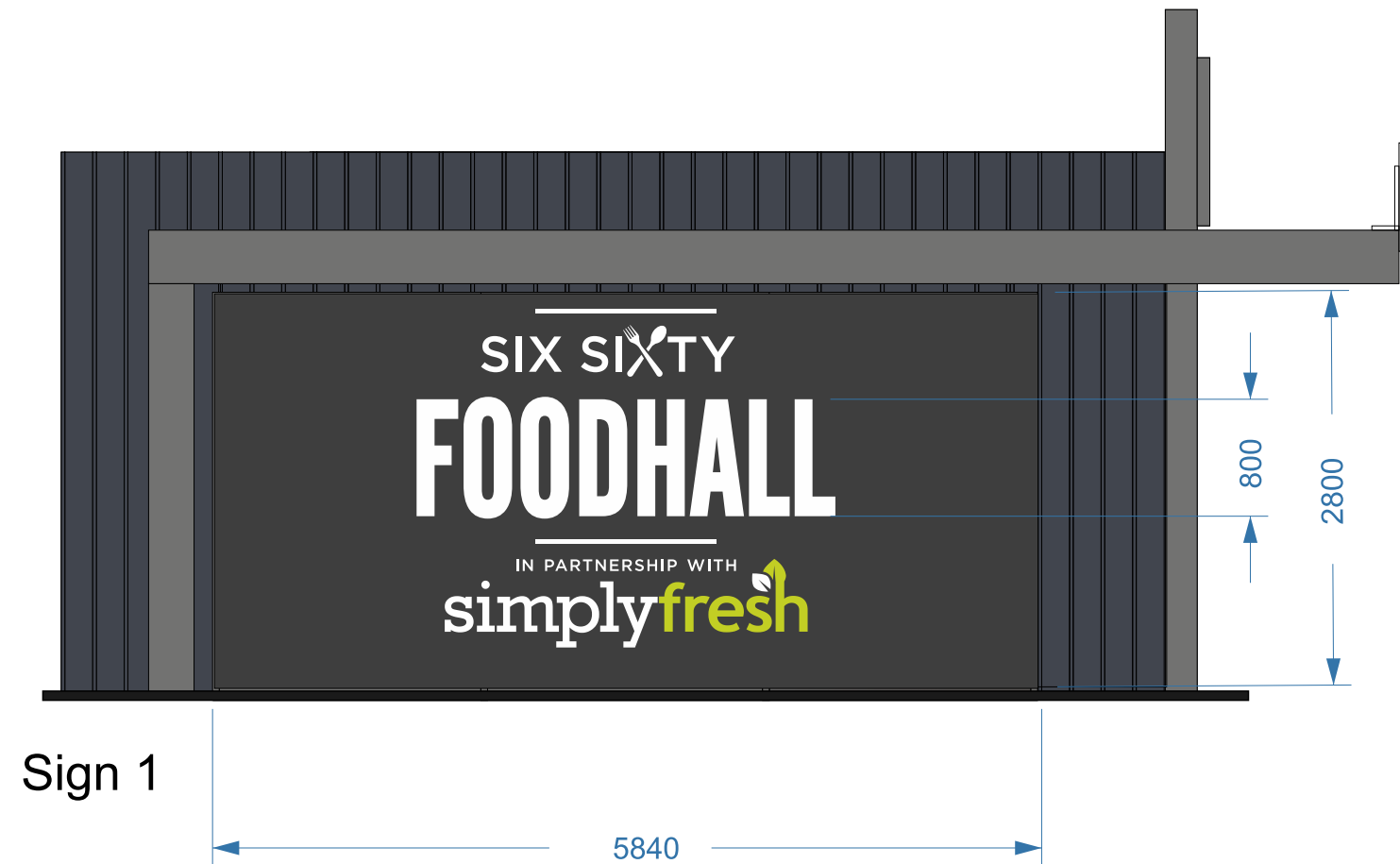
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To be stretched pvc fabric digitally printed and mounted into retaining framework
mounted over the windows

This sign is not illuminated

Scale 1:50@ A3

Sign 1 detail

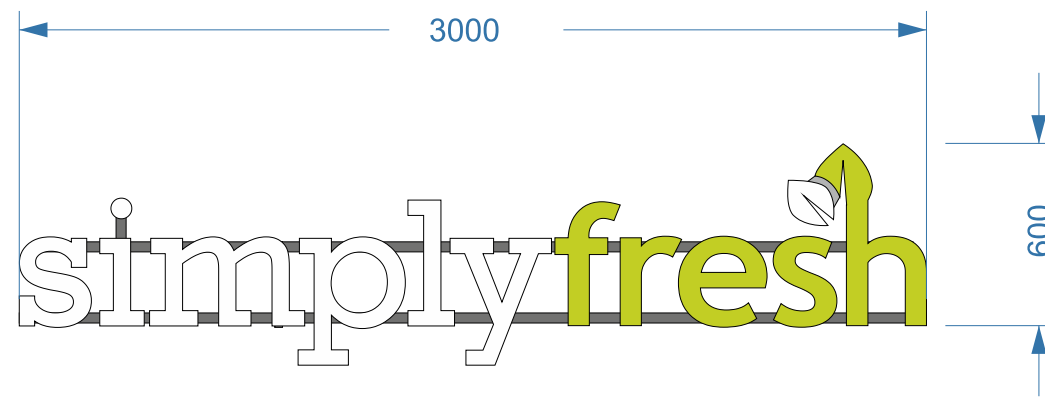
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Sign 2 1:25 @A3

Sign 2



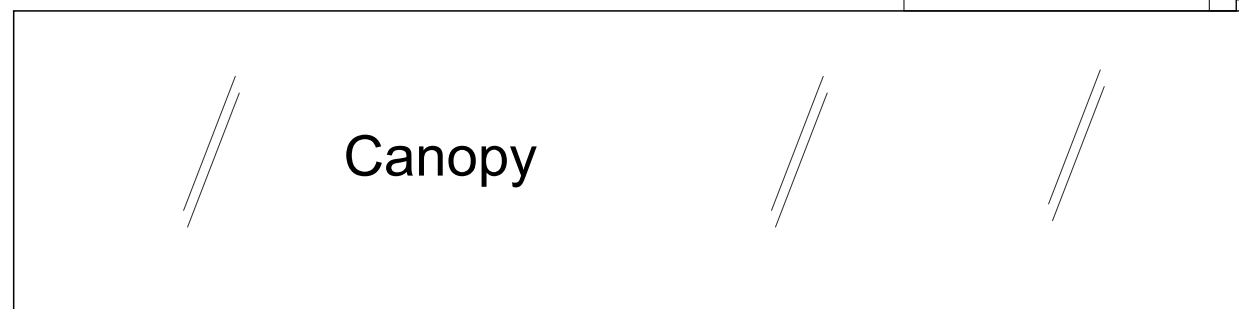
Lettering connected to canopy roof structure with steelwork frame

Lettering made with black sides and white acrylic faces

Fresh lettering to have additional green face application Construction is rimless

Letters to be fitted on mounting finished to match background colour of building (dark grey)

Lighting to be provided by Leds Mounted inside the letters



Section AA
simply fresh text on canopy scale 1:10

Sign 2 detail

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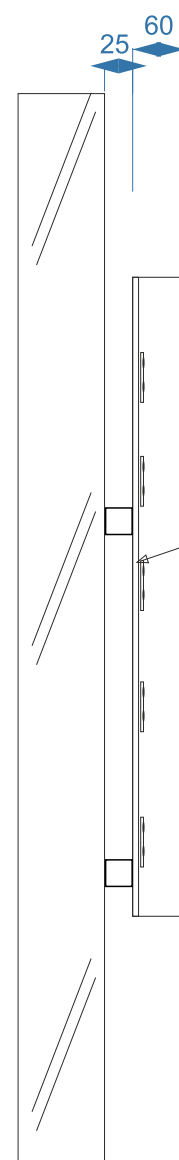
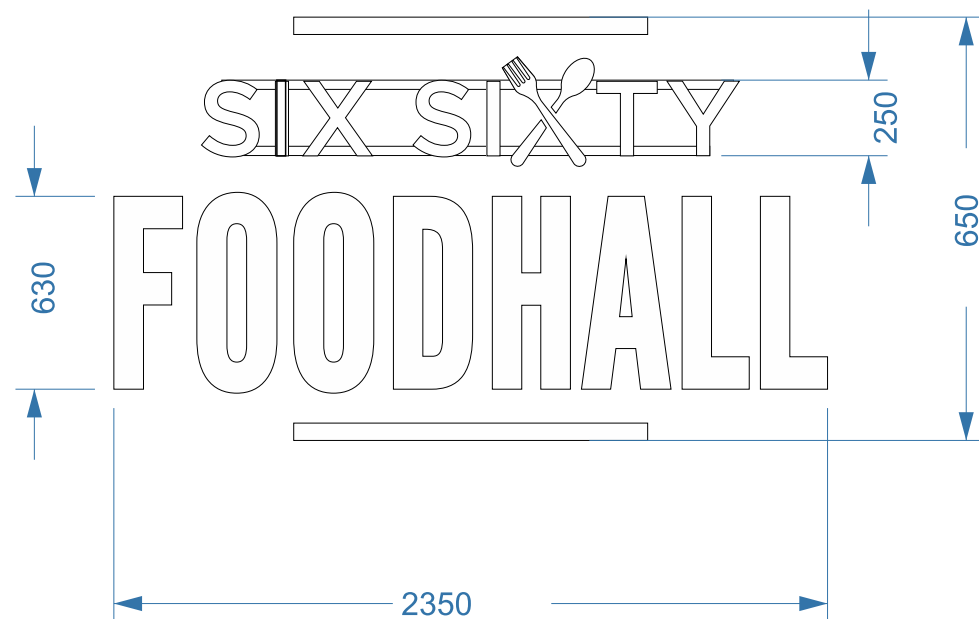
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Lettering made with black sides and white acrylic faces
Construction is rimless

Letters to be fitted on mounting rails finished to match background colour of building (dark grey)

Lighting to be provided by Leds Mounted inside the letters
330cd/m2

Section through letters

Sign 3 and sign 6 detail

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Sign 9

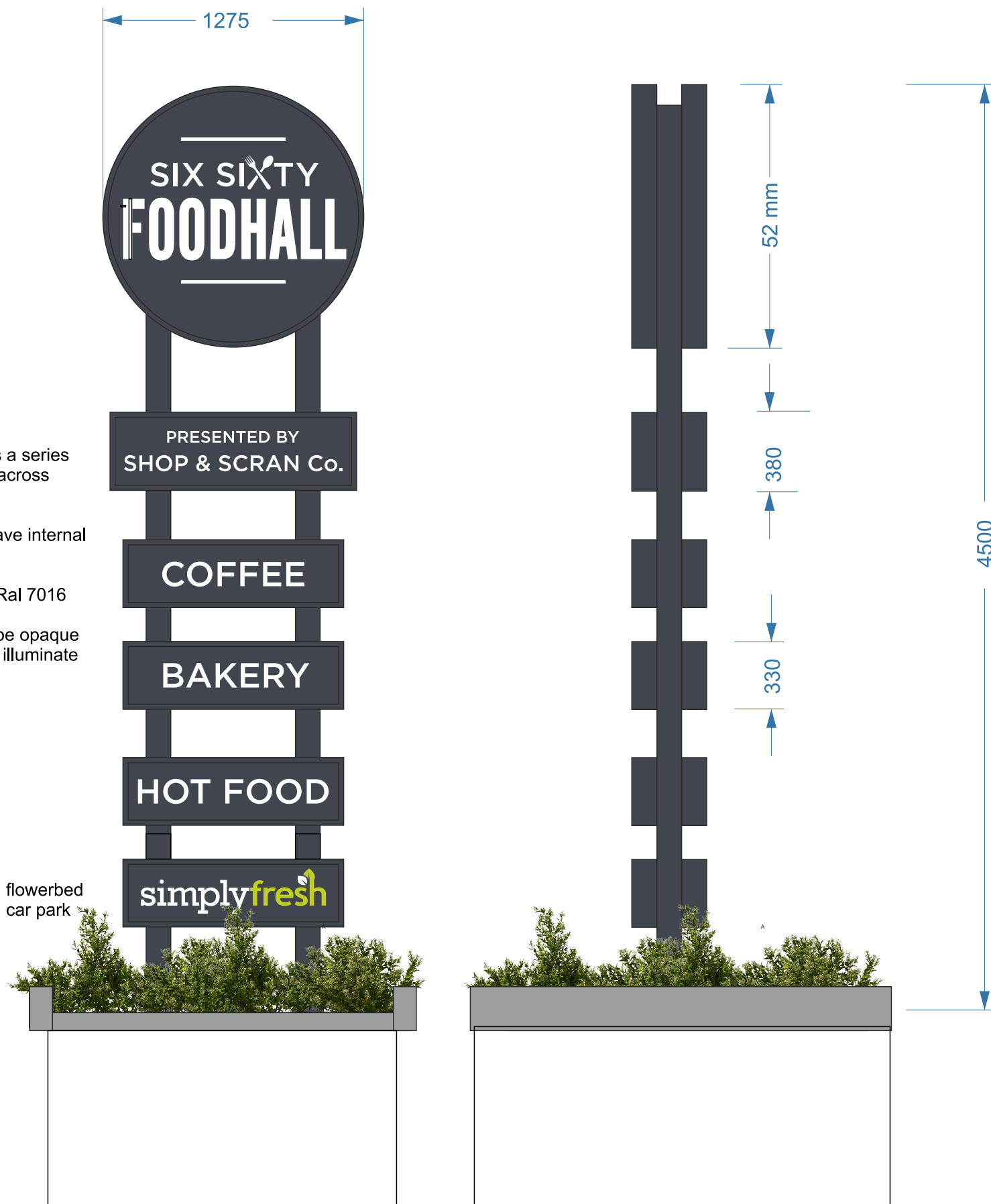
Pylon sign fabricated as a series of lightboxes, mounted across two steel vertical posts.

The lightboxes are to have internal white led lighting.

Finish for the structure Ral 7016

The face panels are to be opaque allowing only the text to illuminate 280cd/m2

To be placed in existing flowerbed between pavement and car park



Scale 1:25 @A3



1275mm x 4500mm
Visual only by best references

Sign location



Sign 9 detail

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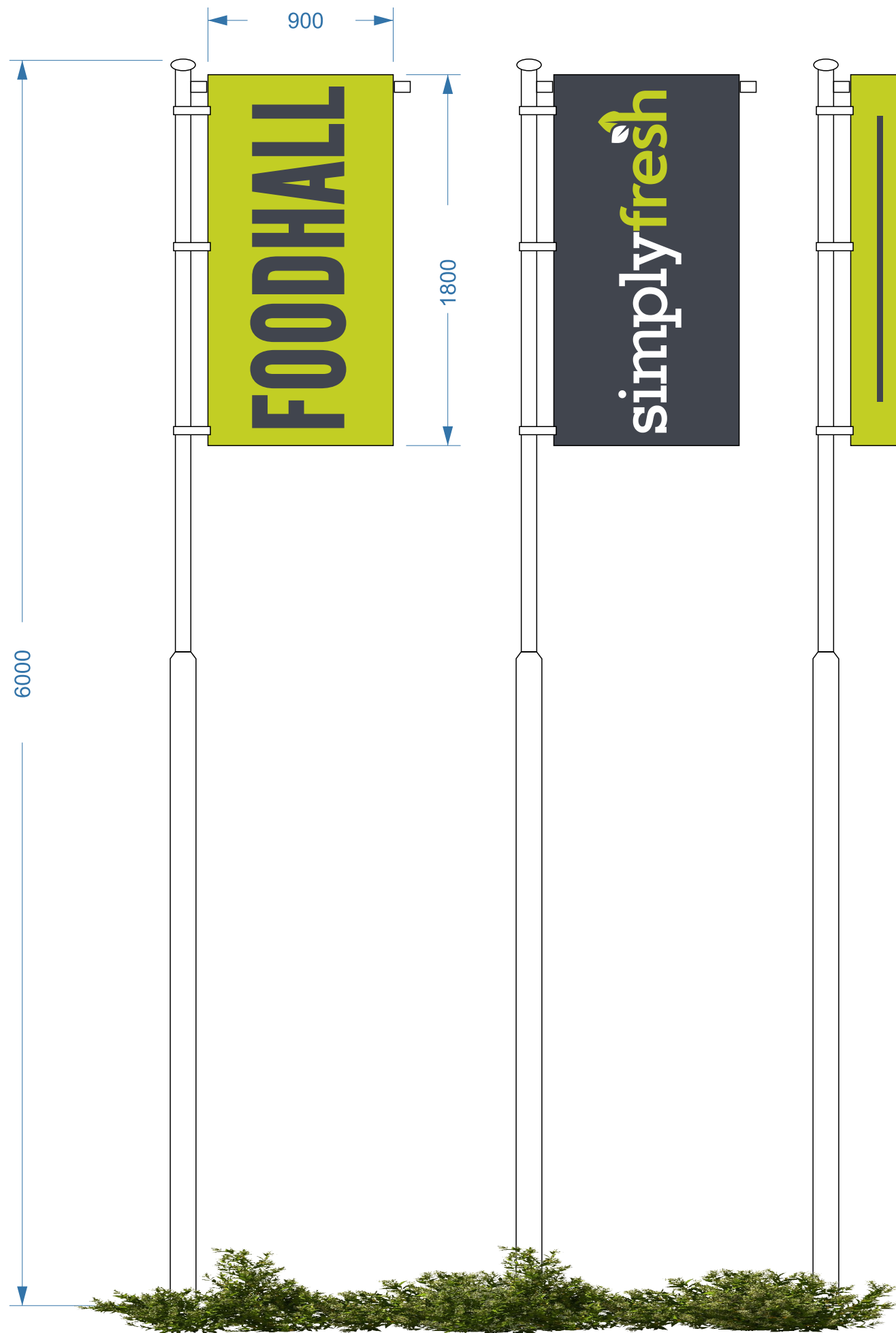
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Sign 10

Sign 10 detail

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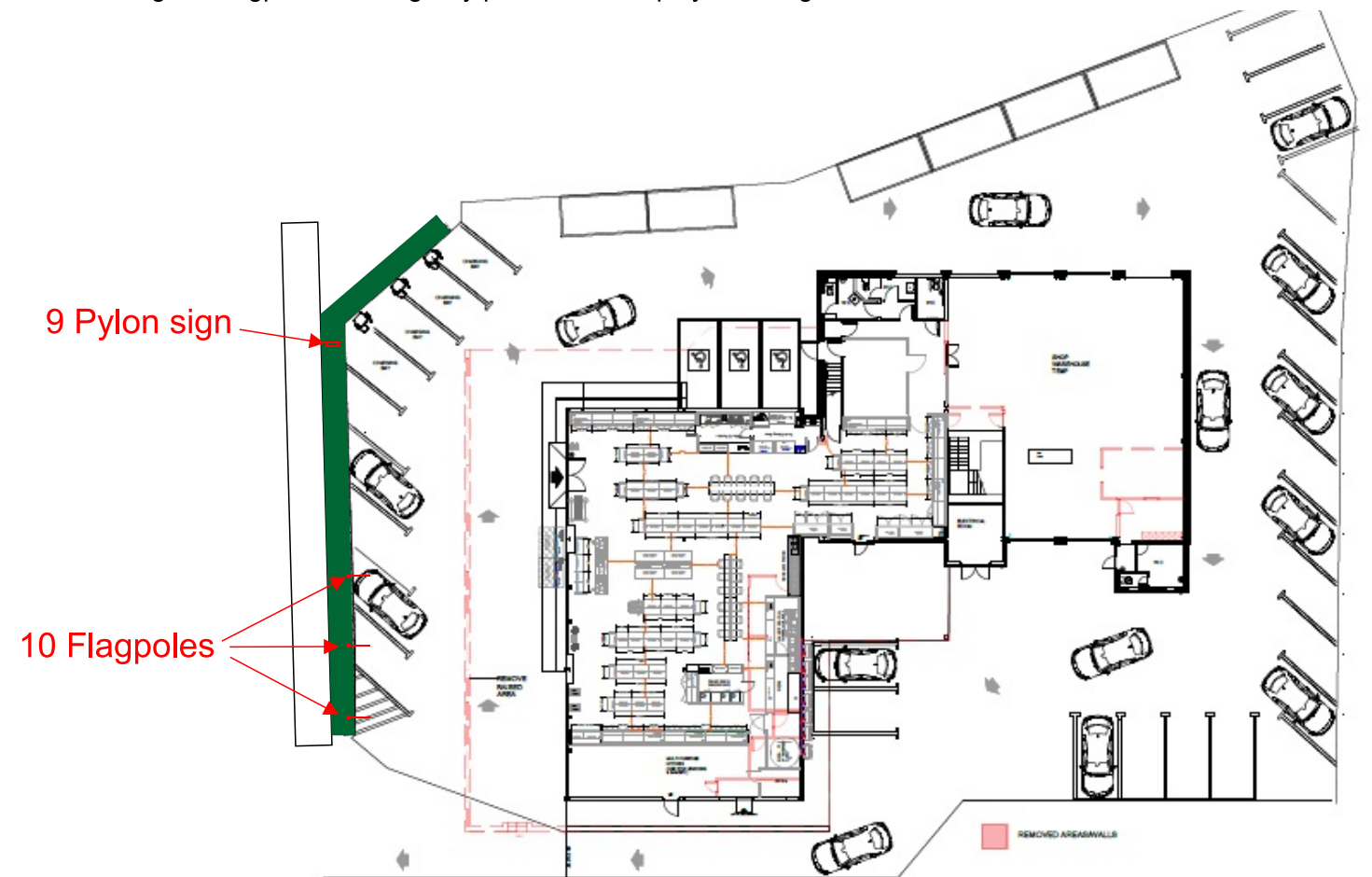
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Similar to previous flags bt in revised location

Fibreglass flagpoles with digitally printed knitted polyester flags





Sign 4

Sign 5

Free standing digital media screens



Sign 7

Sign 8

Wall fixed digital media screens

Digital media screens to display products and services offered in the store

Sign 4 5 7 & 8 Detail

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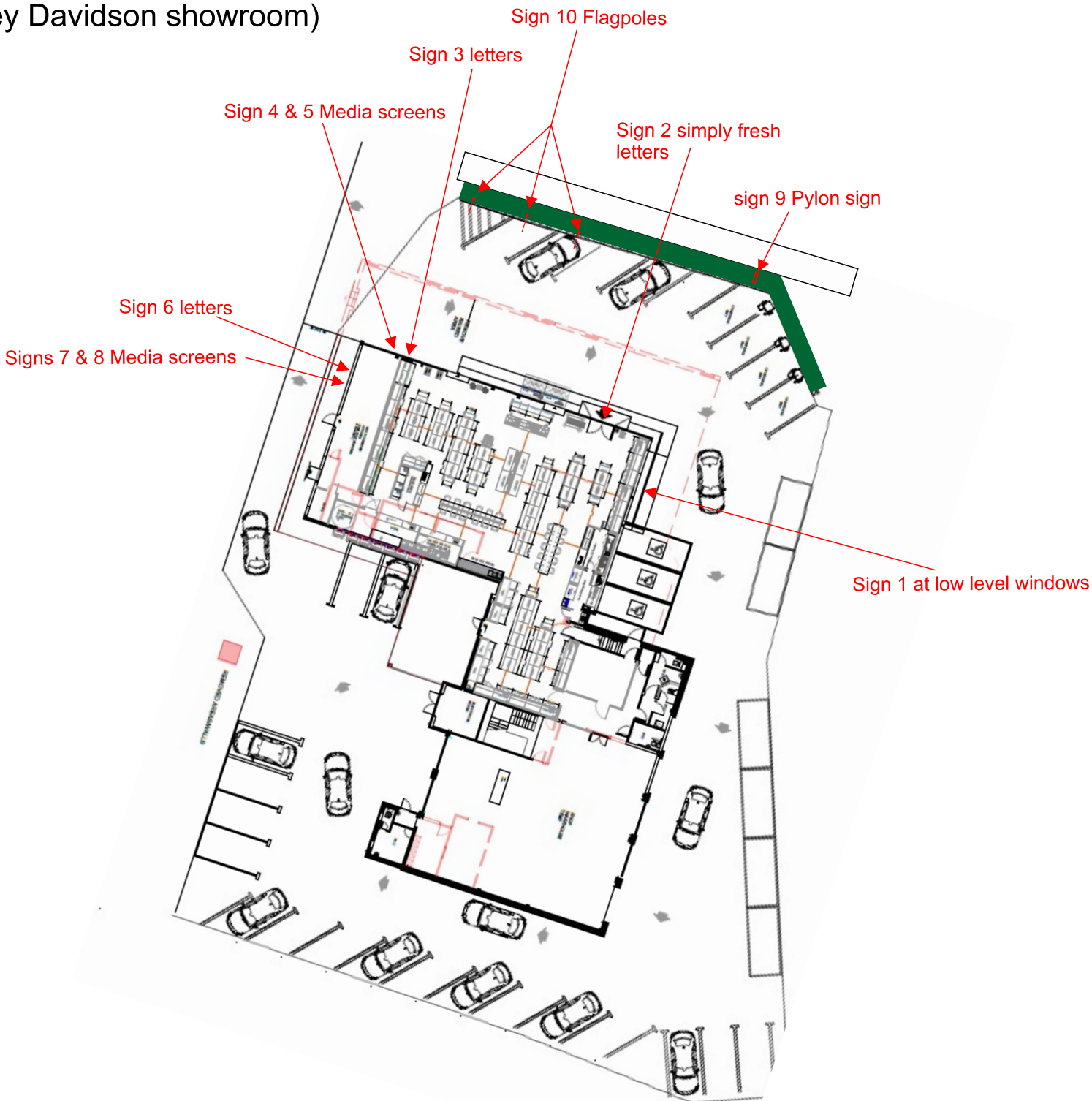
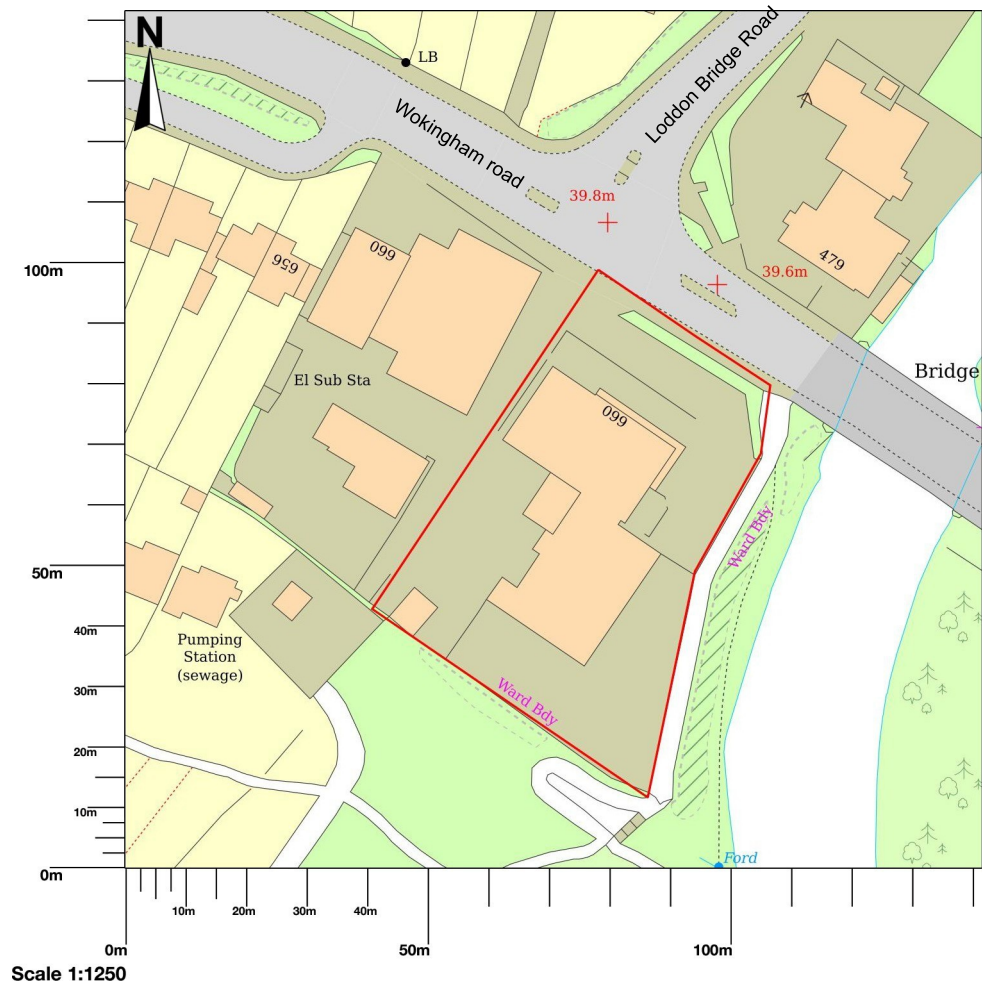
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Site address
660 Wokingham Road
Earley
Reading RG6 7HN
(Formerly Harley Davidson showroom)



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476560,171598. Produced on 17 May 2026 from the OS National Geographic Database. Supplied by
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Location Plan

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