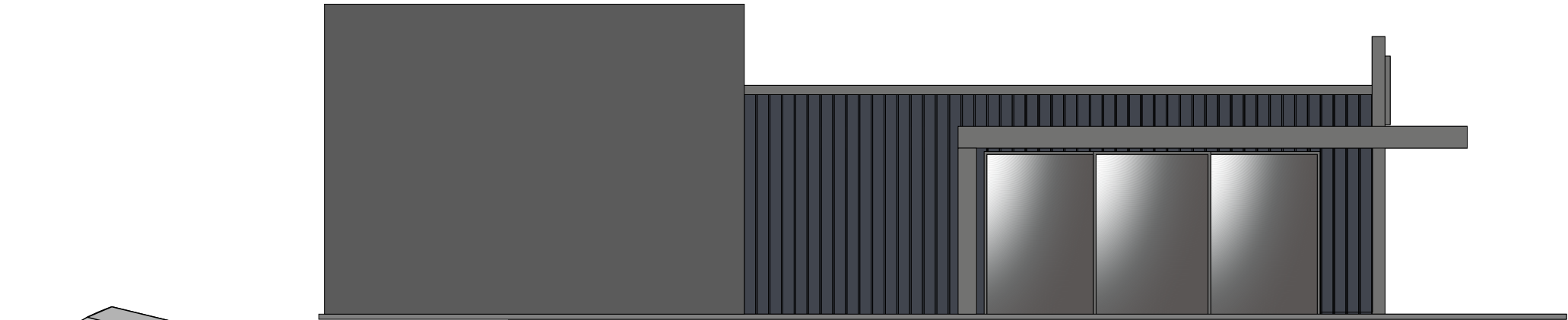
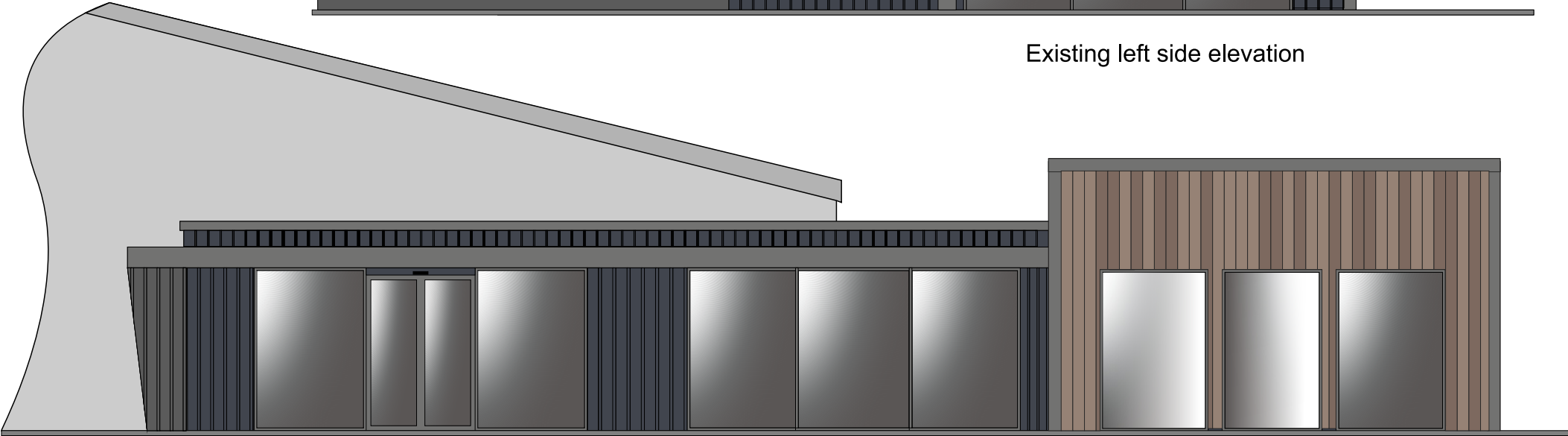
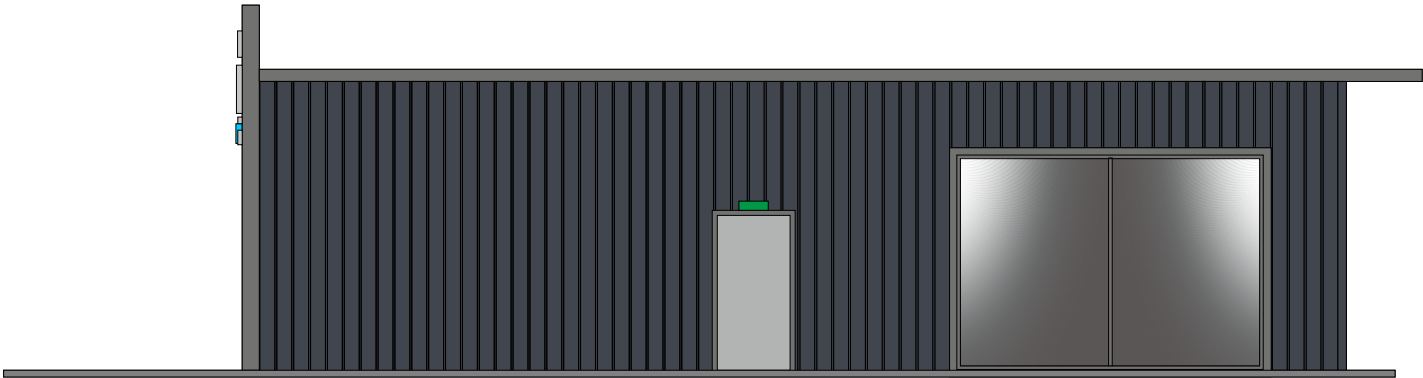




Existing left side elevation



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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application

Title

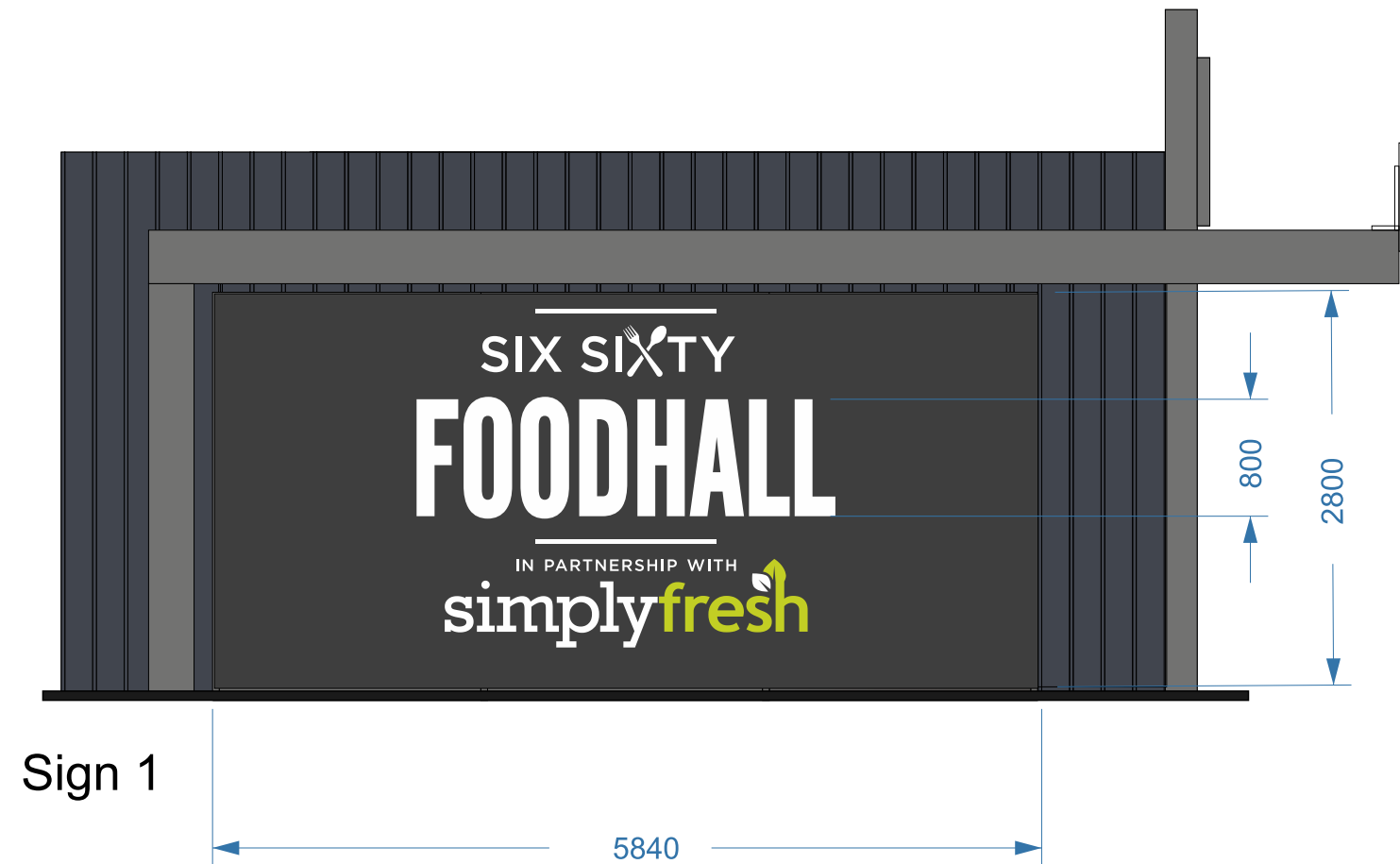
Six Sixty /Simply
Fresh

Client

Signexcel Ltd
83e London Road, Romford, RM7 9QD
01708 747 072 www.signexcel.co.uk

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Sign 1

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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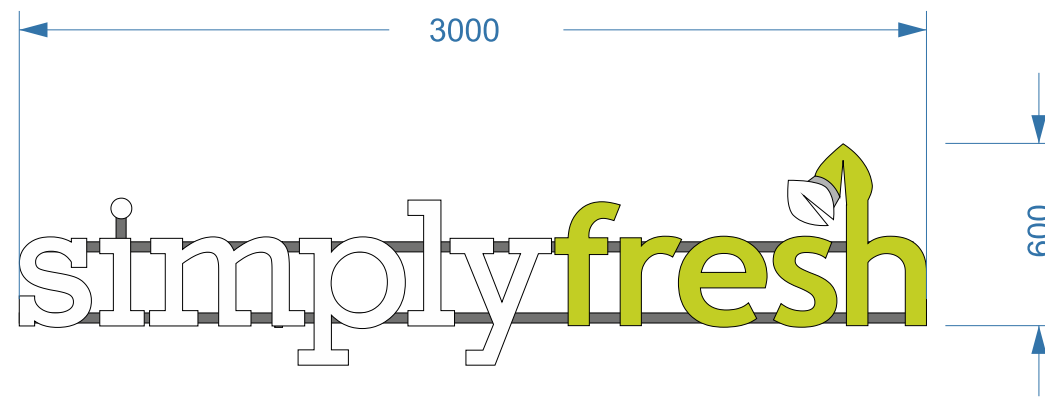
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Sign 2 1:25 @A3

Sign 2



Lettering connected to canopy roof structure with steelwork frame

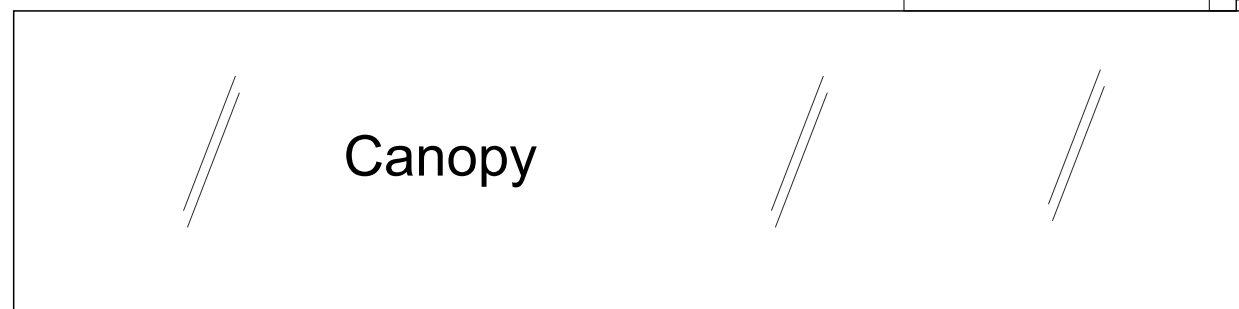
Lettering made with black sides and white acrylic faces

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
Luminance 330cd/m2

Section AA
simply fresh text on canopy scale 1:10



ammendment 29-07-2026 Luminance added

Sign 2 detail

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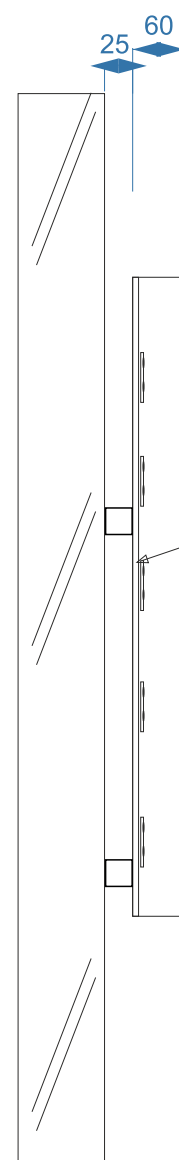
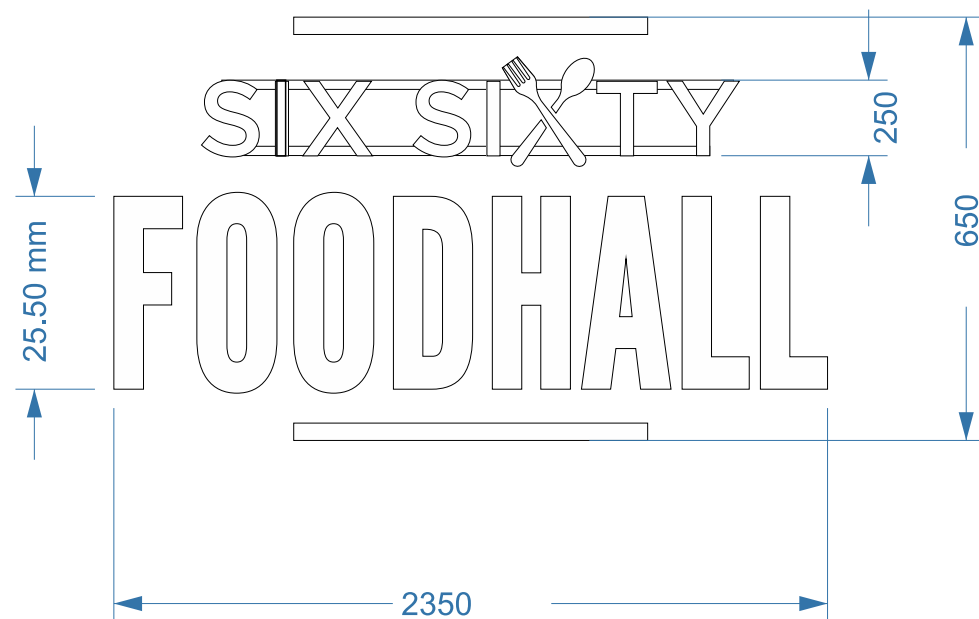
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Lettering made with black sides and white acrylic faces
Construction is rimless

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

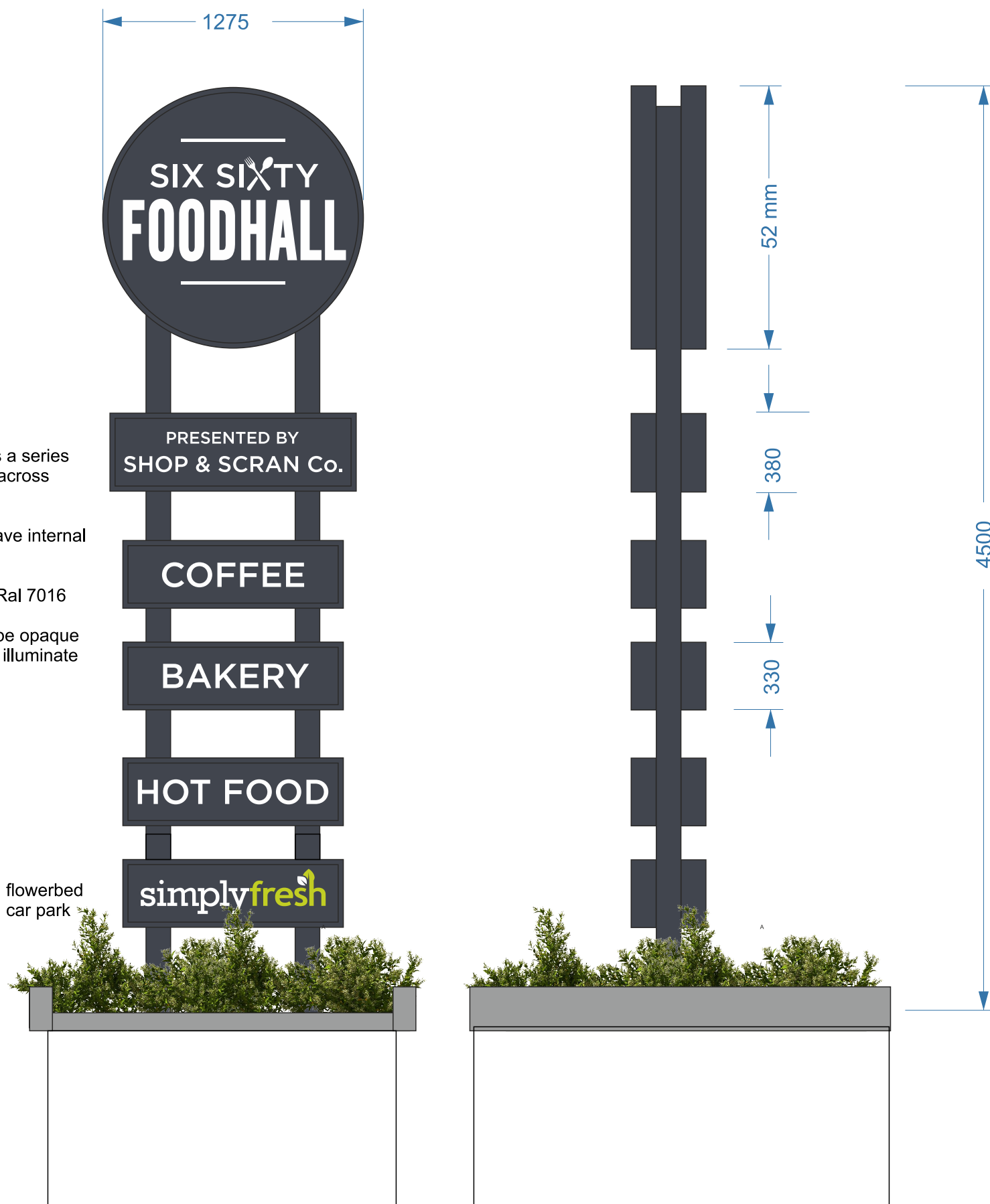
Pylon sign fabricated as a series of lightboxes, mounted across two steel vertical posts.

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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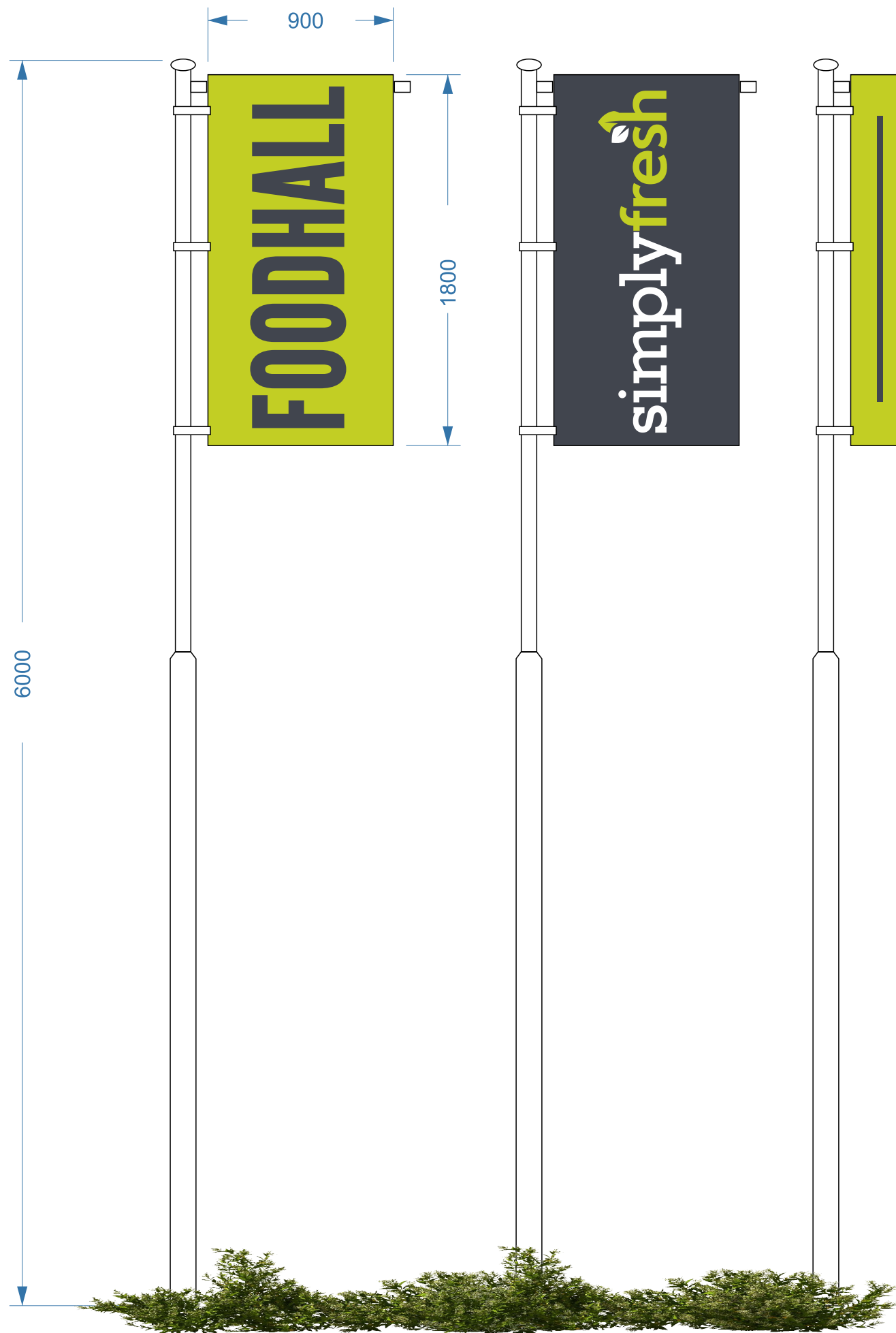
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Sign 10

Sign 10 detail

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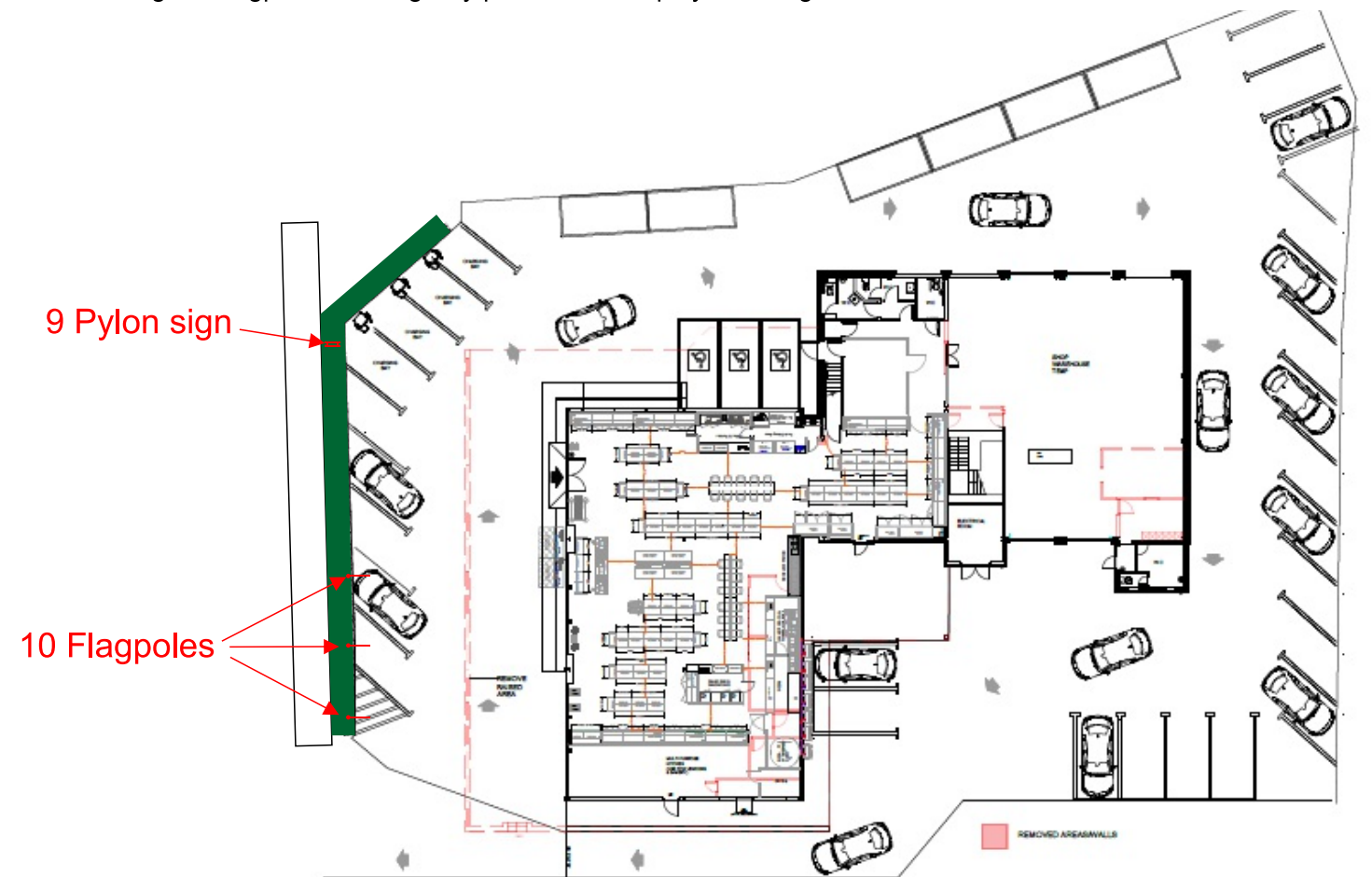
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Similar to previous flags bt in revised location

Fibreglass flagpoles with digitally printed knitted polyester flags





Sign 4

Sign 5

Free standing digital media screens
Luminance 800cd/m2



Sign 7

Sign 8

Wall fixed digital media screens
Luminance 800cd/m2

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

ammendment 29-07-2026 Luminance added

Sign 4 5 7 & 8 Detail

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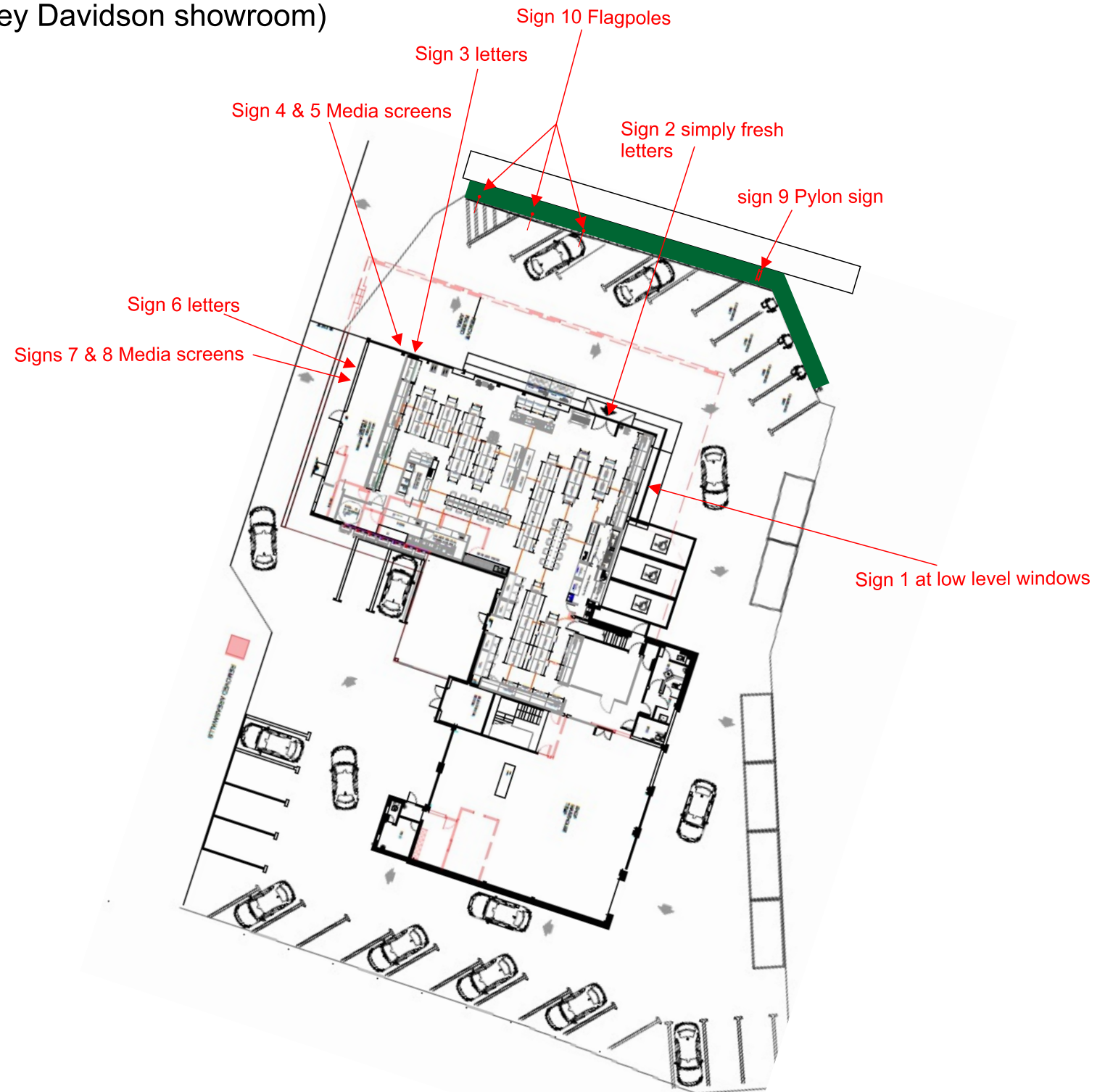
12-05-2026	Date	Reading advertisement application	Title	Six Sixty /Simply Fresh	Client
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Site address
660 Wokingham Road
Earley
Reading RG6 7HN
(Formerly Harley Davidson showroom)



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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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A



Taken from Entrance / exit from kerb position
Person in blue top
is standing at kerb line at 120m
and is not visible because of curvature of road
and bridge pilaster

B



Taken from Entrance /Exit
middle of oncoming lane
Person in blue top
is standing at kerb line at 120m and is visible

C



Taken from Entrance / Exit
2.4m back from kerb line
Person in blue top
is standing at kerbline at 56m and is visible

D

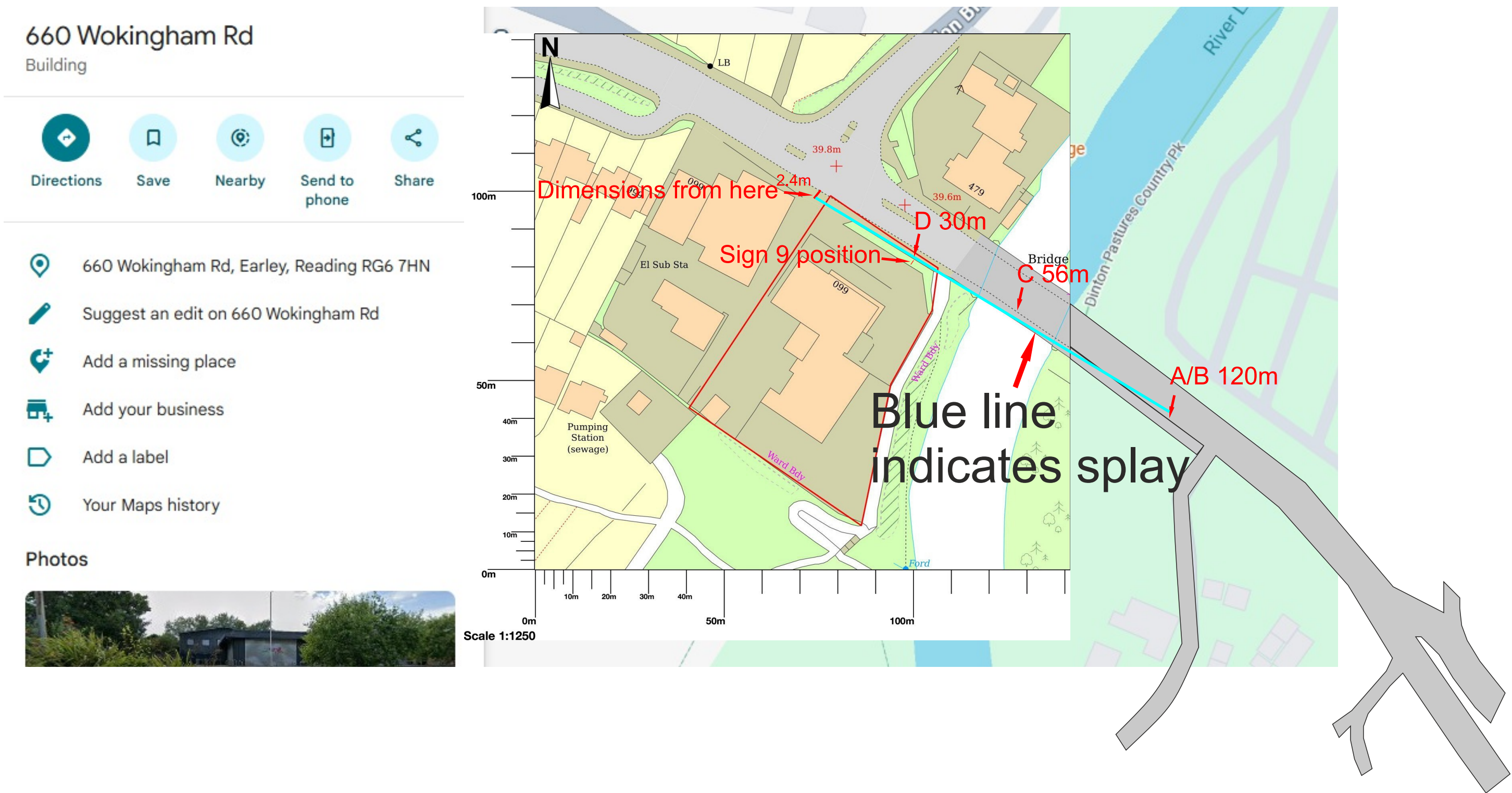


Taken from Entrance / Exit
2.4m back from kerb line
Person in blue top
is standing at 30m on the pavement
nearest the totem at the proposed position
of the totem sign
(which will be located in the planting area)
This demonstrates that the totem
does not produce an obstruction to
oncoming traffic.

ammendment 29-07-2026 New page added with splay pictures



Refer to pictures for A B C D images



ammendment 29-07-2026 New page added with splay Layout

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29-07-2026

Date

Pictures of splay
from entrance to
oncoming traffic

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Reading

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