

JCDecaux

ADVERTISEMENT APPLICATION FOR A TEMPORARY SCHEME

CENTRAL  
SCHOOL  
OF SPEECH & DRAMA  
UNIVERSITY OF LONDON



## Application Site

The application site is located on the east of Finchley Road at the junction with College Crescent and Eton Avenue. This is a busy, urban location which is overwhelmingly commercial in character and scale, and where advertising has long been established as part of a dynamic local retail centre. The surrounding land uses are varied but include retail, office spaces, a cinema, and transport connections.

The panel would be located on the western edge of the site to face northbound traffic travelling along Finchley Road, and would be incorporated within a bespoke boundary treatment displayed historical images of the school.



Boundary Treatment

Advertising Hoarding



## Images of Site Surroundings



Scale 1:1250 and 1:500 @ A3

Date February 2013

Drwg. No.

00859 – 01 APPLICATION SITE

Site

The Royal Central School of Speech and Drama, c/o Finchley Road/ Eton Avenue/ College Crescent/ Avenue Road, London, NW3 3HY



This type of display panel presents a lit from of advertisement display and will feature electronic sequential rotation of advertisements.

Structure

As current.

It is principally composed of two lateral steel posts mounted with an upper crosspiece and an advertising panel. The main lateral post comprises the following: 2 openings, which houses the connection equipment, reinforced base plate for fixing onto the J-bolts, reinforcement on the upper and lateral part of the advertising panel support arm. The electrical connection is fed through the crosspiece via the lateral posts. A JCDecaux band nameplate features on all our street furniture and large format displays. A transparent royal blue casing is lit by LED lighting.

Materials Durability and Protection

As current.

The display screen will be housed within a ‘brushed steel effect’ slimline unit. The materials used for the outer shell are:

- Steel/Cast Iron: SA3 shot blasted, zinc plating 80 microns thick
- Galvanised zinc for water drainage areas
- Aluminium: Degreasing, sandblasting, colouring, class 15 anodisation
- Paint coating: Polyester powder paint, oven blasted at 180°C, 100 microns thick

Each component is given a surface treatment to meet the usage conditions.

Panel

As current.

Visible display:6,270mm x 3,100mm.

The panel is made of aluminium sections. It houses either a digital screen. The back of the panel is equipped with a painted steel sheet instead of a glass.

Illumination

As current.

Illumintaion is provided by an internal LED lighting system which is housed within the box behind the screen. LED dot arrays fitted on 1600mm x 800mm LED cabinets in accordance with manufacturers details.

- Effective life of 50,000 hours
- Low energy; huge electricity cost savings
- Easy disposal
- Low light wastage

Electricity

As current.

All of the internal wiring, earthing and electrical components comply with their relevant British Standard and are installed in accordance with BS7671 of 16<sup>TH</sup> Edition of the IEE Wiring Regulations. This Street Furniture also complies with the relevant European CE directives.

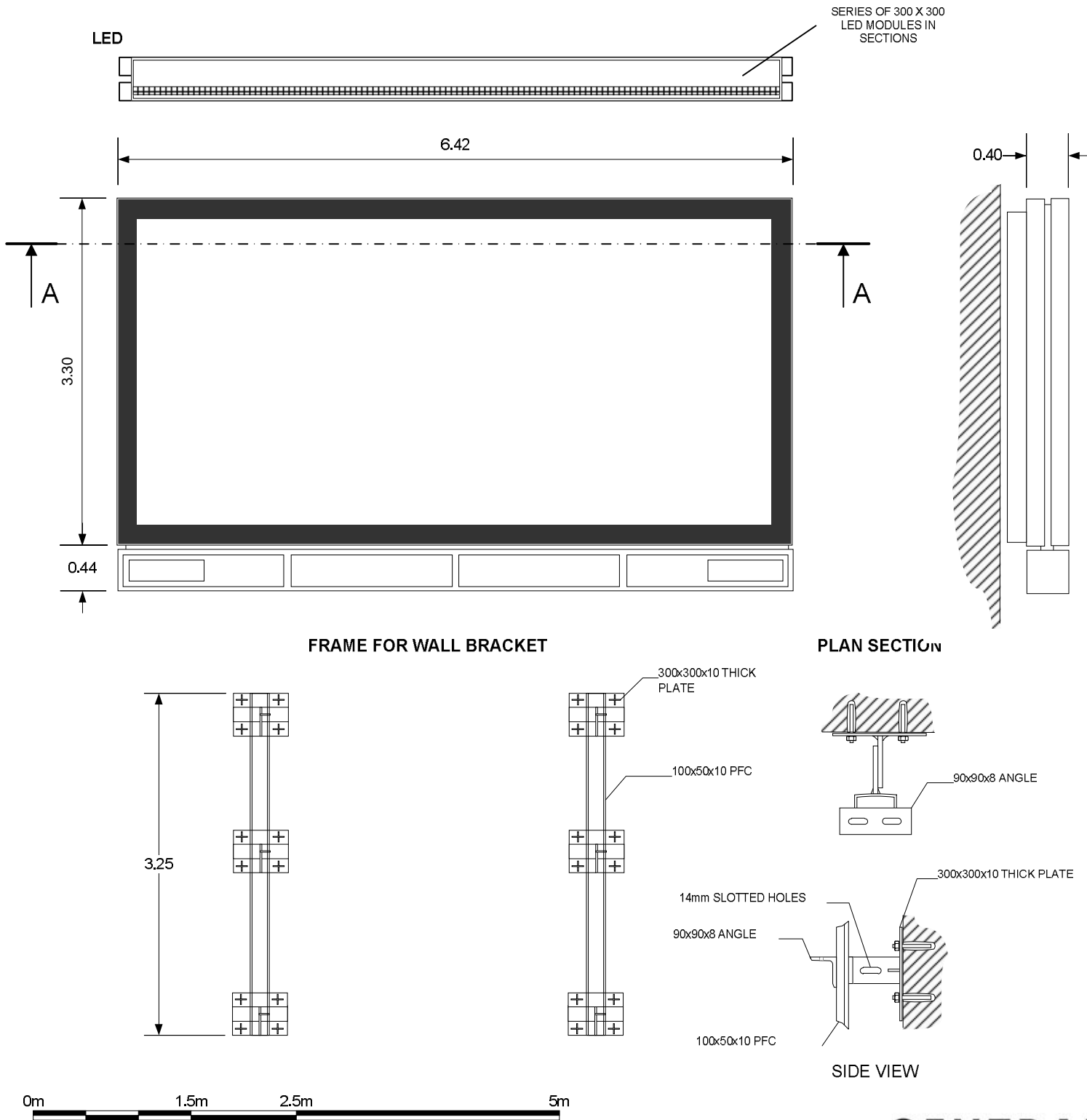
Electricity connection is generally to the regional electricity network.

Power supply: 220/240V

Foundations

As current.

The foundations are made of concrete with a minimum strength of 35N/mm2, including anchor bolts, earth mat and supply-ducts, and are constructed on site. The foundations are cast in situ and are adaptable to accommodate local underground obstructions. This anchor-bolt technique allows the replacement of the furniture structure in the event of an accident without having to re-lay the foundations.



Scale 1:50 @ A3

Date February 2013

Drwg. No.

00859 – 02 SPECIFICATION

Site

The Royal Central School of Speech and Drama, c/o Finchley Road/Eton Avenue/ College Cresent/ Avenue Road, London, NW3 3HY

Existing land-hand panel to be removed

Current boundary treatment to be replaced and remaining panel integrated with curved design



Upper section to be superimposed with historical images of the school and its activities

Lower section to be painted black

\*The montage of images shown in this mock-up is indicative of the imagery proposed. Chronologically, the development of the school building is shown from left to right (where it is seen in its current appearance) with smaller extracts from theatre programmes over the years arranged as an over-lay.

Scale N/A  
Date February 2013

Drwg. No. **00859 – 03 MONTAGE**

Site  
The Royal Central School of Speech and Drama, c/o Finchley Road/ Eton Avenue/ College Crescent/ Avenue Road, London, NW3 3HY