
LAND SECURITIES

O2 Shopping Centre, London NW3

External banner signs

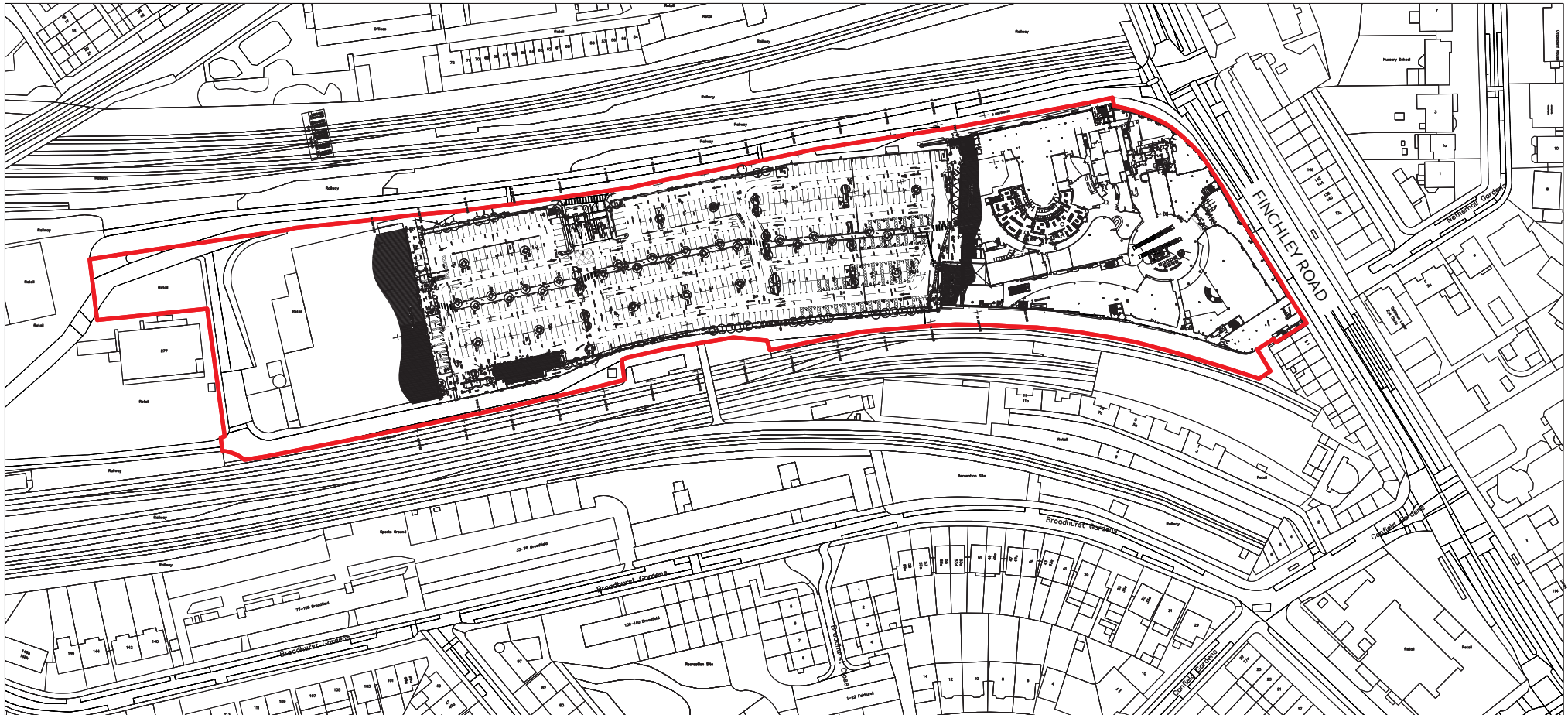
Application for Advertisement Consent

20 May 2014

O2 Shopping Centre, London NW3

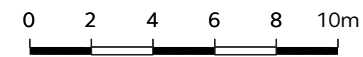
Site plan

AIR



SCALE 1:2500

SITE BOUNDARY LINE



Front (Finchley Road)

Existing/previous



Image shows previous banner signs on Finchley Road facade which have been now removed to be replaced by new proposed banner signs on same column locations.

PLANNING

Project: O2 Finchley Road
Client: Land Securities
Drawing No: N/A
Drawing Title: Finchley Road – facade
Date: 20/05/2014
Scale: N/A

Front (Finchley Road)

As before



Image 1



Image 2

Image 1 shows previous banner signs removed from columns prior to commencement of facade development works as shown in image 2.

PLANNING

Project: O2 Finchley Road
Client: Land Securities
Drawing No: N/A
Drawing Title: Finchley Road – facade
Date: 20/05/2014
Scale: N/A

Front (Finchley Road)

Proposed banners



BN_01-BN_05. Banner signs
 1000 x 3000mm approx.
 Quantity: x5 off

Double sided banner signs from external grade high-quality banner PVC. Banners secured to existing columns with appropriate fixings to satisfy wind-loading requirements.

Banner signs to be illuminated via light units mounted in soffit. Illumination to wash down outer face of each banner sign.

LED Illumination. 240 V 13amp power required at location.

All illumination will be static and no more than 540 candelas per square metre.

Please note logos shown are for illustration purposes only. Graphic content of banners will vary.

PLANNING

Project: O2 Finchley Road
 Client: Land Securities
 Drawing No: N/A
 Drawing Title: Finchley Road – proposed
 Date: 20/05/2014
 Scale: N/A

Front (Finchley Road) – plan

Proposed new sign locations



BN_01-BN_05. Banner signs

1000 x 3000mm approx.
Quantity: x5 off

Double sided banner signs from external grade high-quality banner PVC. Banners secured to existing columns with appropriate fixings to satisfy wind-loading requirements.

Banner signs to be illuminated via light units mounted in soffit. Illumination to wash down outer face of each banner sign.

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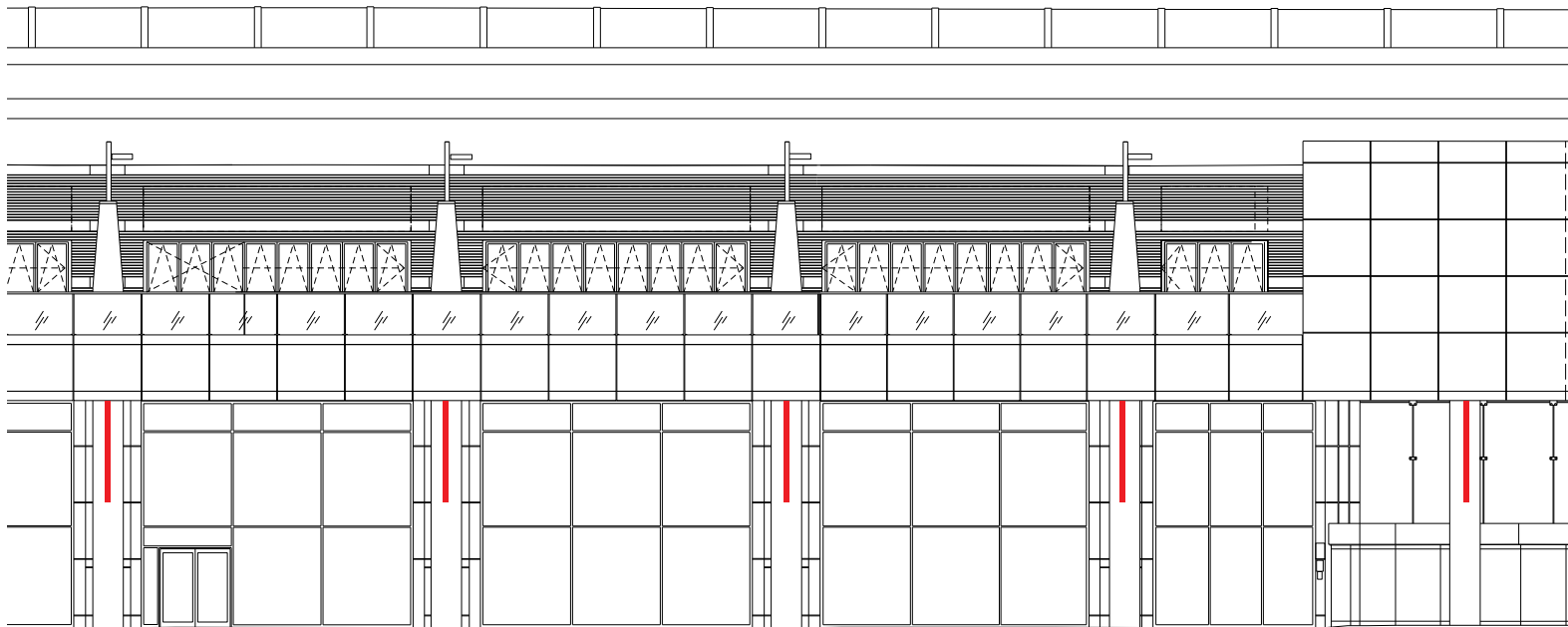
All illumination will be static and no more than 540 candelas per square metre.

PLANNING

Project: O2 Finchley Road
Client: Land Securities
Drawing No: N/A
Drawing Title: Finchley Road – plan
Date: 20/05/2014
Scale: 1:1000

Front (Finchley Road) – elevation

Proposed new sign locations



BN_01-BN_05. Banner signs

1000 x 3000mm approx.

Quantity: x5 off

Double sided banner signs from external grade high-quality banner PVC. Banners secured to existing columns with appropriate fixings to satisfy wind-loading requirements.

Banner signs to be illuminated via light units mounted in soffit. Illumination to wash down outer face of each banner sign.

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All illumination will be static and no more than 540 candelas per square metre.

PLANNING

Project: O2 Finchley Road

Client: Land Securities

Drawing No: N/A

Drawing Title: Finchley Road – elevation

Date: 20/05/2014

Scale: 1:100

Front (Finchley Road) – section

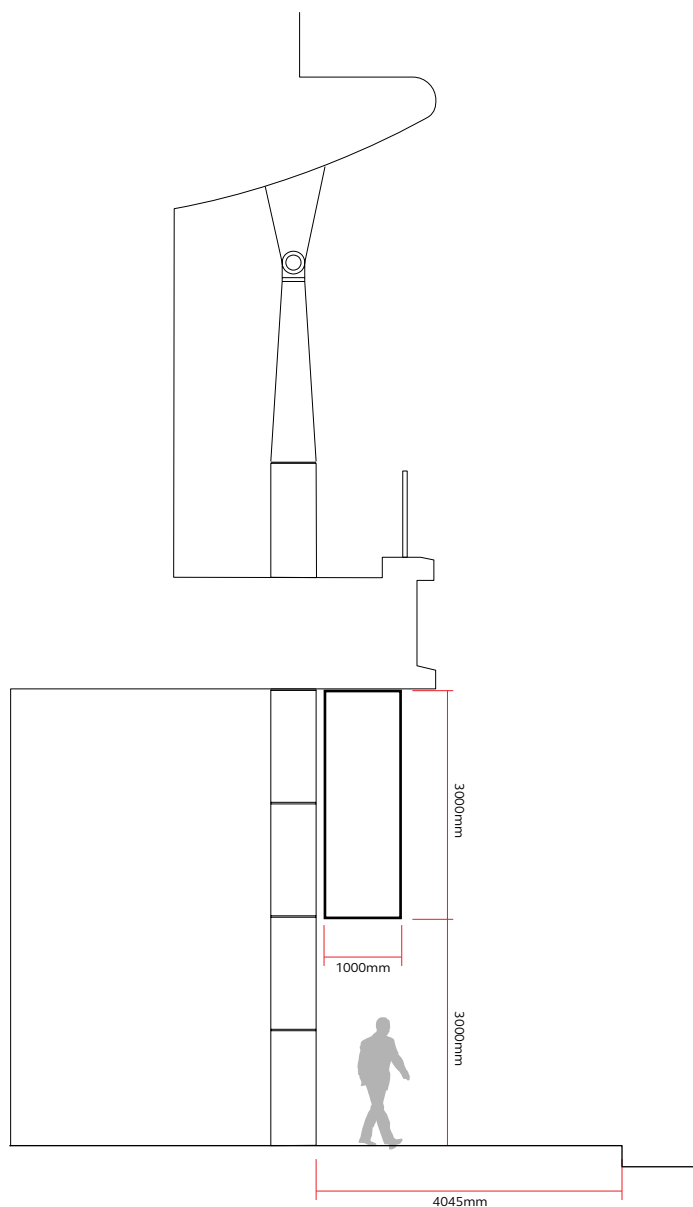


Image for reference purposes

BN_01-BN_05. Banner signs
 1000 x 3000mm approx.
 Quantity: x5 off

Double sided banner signs from external grade high-quality banner PVC. Banners secured to existing columns with appropriate fixings to satisfy wind-loading requirements.

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PLANNING

Project: O2 Finchley Road
 Client: Land Securities
 Drawing No: N/A
 Drawing Title: Finchley Road –section
 Date: 20/05/2014
 Scale: 1:100

Rear (Car park) – existing



Image shows existing rear facade columns.

PLANNING

Project: O2 Finchley Road
Client: Land Securities
Drawing No: N/A
Drawing Title: Car park – existing
Date: 20/05/2014
Scale: N/A

Rear (Car park) – proposed



BN_06-BN_09. Banner signs

1000 x 3000mm approx.
Quantity: x4 off

Double sided banner signs from external grade high-quality banner PVC. Banners secured to existing columns with appropriate fixings to satisfy wind-loading requirements.

Banner signs to be illuminated via external light units. Illumination to wash outer face of each banner sign.

LED Illumination. 240 V 13amp power required at location.

All illumination will be static and no more than 540 candelas per square metre.

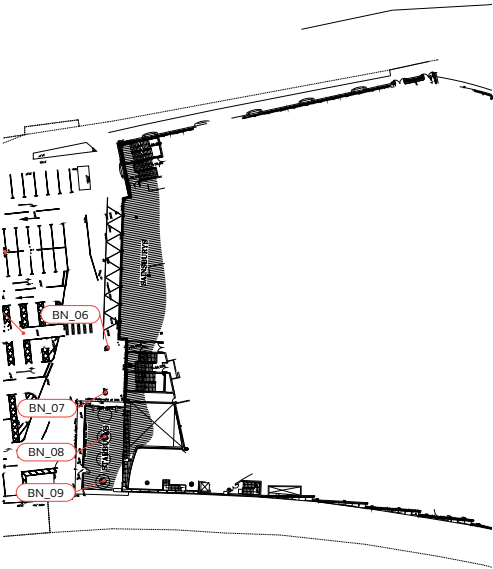
Please note logos shown are for illustration purposes only. Graphic content of banners will vary.

PLANNING

Project: O2 Finchley Road
Client: Land Securities
Drawing No: N/A
Drawing Title: Car park – proposed
Date: 20/05/2014
Scale: N/A

Rear (Car park)

Proposed new sign locations



BN_06-BN_09. Banner signs
 1000 x 3000mm approx.
 Quantity: x4 off

Double sided banner signs from external grade high-quality banner PVC. Banners secured to existing columns with appropriate fixings to satisfy wind-loading requirements.

Banner signs to be illuminated via external light units. Illumination to wash outer face of each banner sign.

LED Illumination. 240 V 13amp power required at location.

All illumination will be static and no more than 540 candelas per square metre.

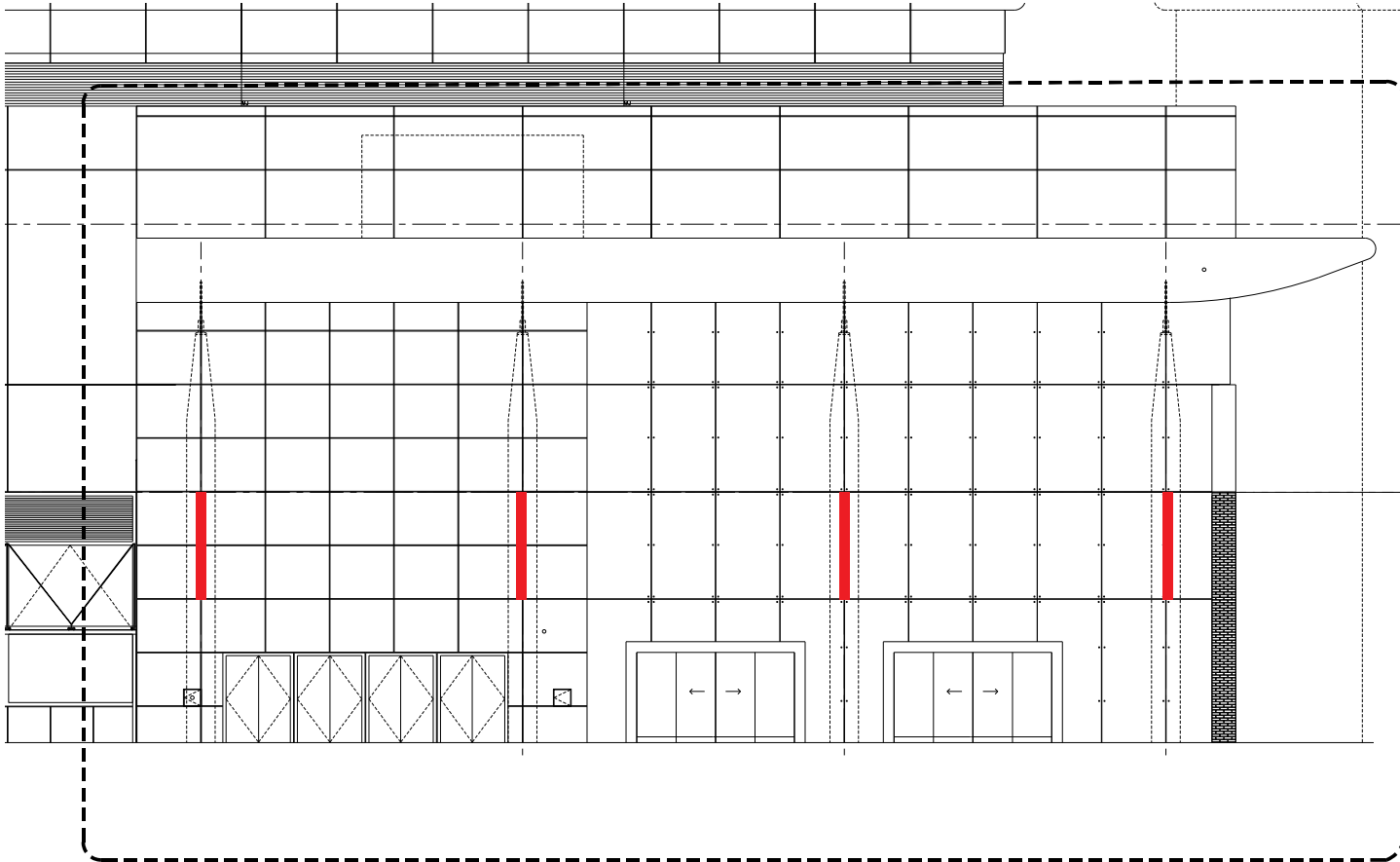


PLANNING

Project: O2 Finchley Road
 Client: Land Securities
 Drawing No: N/A
 Drawing Title: Car park – plan
 Date: 20/05/2014
 Scale: 1:1000

Rear (Car park) – elevation

Proposed new sign locations



BN_06-BN_09. Banner signs

1000 x 3000mm approx.

Quantity: x4 off

Double sided banner signs from external grade high-quality banner PVC. Banners secured to existing columns with appropriate fixings to satisfy wind-loading requirements.

Banner signs to be illuminated via external light units. Illumination to wash outer face of each banner sign.

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All illumination will be static and no more than 540 candelas per square metre.

PLANNING

Project: O2 Finchley Road

Client: Land Securities

Drawing No: N/A

Drawing Title: Car park – elevation

Date: 20/05/2014

Scale: 1:100

Rear (Car park) Lamp post banners - existing



Image shows existing lamp posts to which car park banner signs will be fixed.

PLANNING

Project: O2 Finchley Road
Client: Land Securities
Drawing No: N/A
Drawing Title: Lamp post banners – existing
Date: 20/05/2014
Scale: N/A

Rear (Car park) Lamp post banners

Proposed banners



CPB_01-CPB_42. Car park banner signs
500 x 1500mm approx.
Quantity: x42 off

Double sided printed banners on external grade mesh/perforated banner material to ensure appropriate wind-loading. Banners securely fixed with appropriate fixings to existing lamp posts. Contractor/engineer to advise.

Banner content will vary and may include tenant logos, special events and promotions.

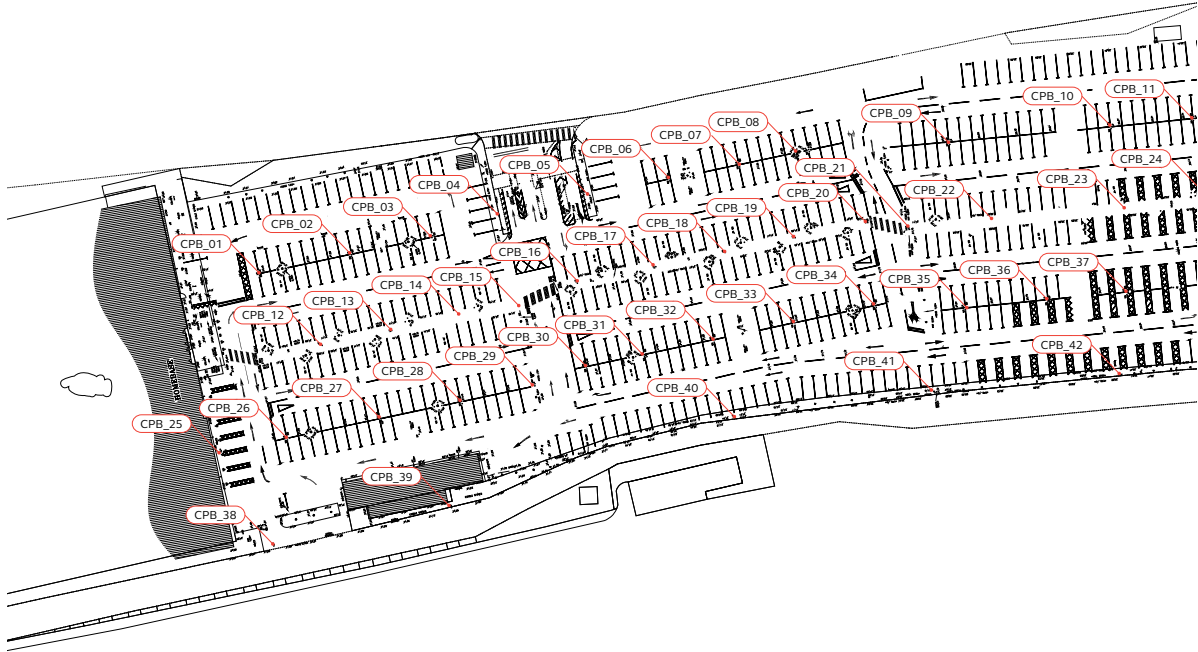
Please note logos shown are for illustration purposes only. Graphic content of banners will vary.

PLANNING

Project: O2 Finchley Road
Client: Land Securities
Drawing No: N/A
Drawing Title: Lamp post banners – proposed
Date: 20/05/2014
Scale: N/A

Rear (Car park) Lamp post banners

Proposed new sign locations



CPB_01-CPB_42. Car park banner signs
 500 x 1500mm approx.
 Quantity: x42 off

Double sided printed banners on external grade mesh/perforated banner material to ensure appropriate wind-loading. Banners securely fixed with appropriate fixings to existing lamp posts. Contractor/engineer to advise.

Banner content will vary and may include tenant logos, special events and promotions.

Please note logos shown are for illustration purposes only. Graphic content of banners will vary.

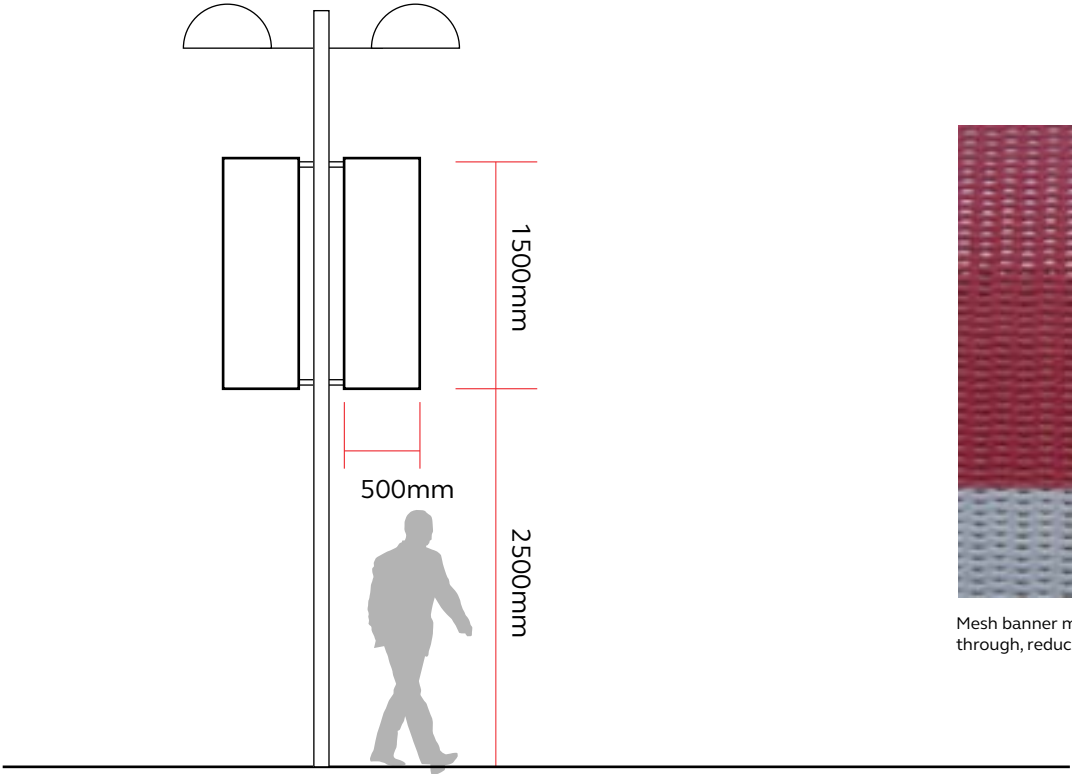


PLANNING

Project: O2 Finchley Road
 Client: Land Securities
 Drawing No: N/A
 Drawing Title: Lamp post banners – proposed
 Date: 20/05/2014
 Scale: 1:1000

Rear (Car park) Lamp post banners – detail

Proposed banners



Mesh banner material allows air to flow through, reducing wind load by up to 50%



CPB_01-CPB_42. Car park banner signs
500 x 1500mm approx.
Quantity: x42 off

Double sided printed banners on external grade mesh/perforated banner material to ensure appropriate wind-loading. Banners securely fixed with brackets to existing pillars. Contractor/engineer to advise.

Banner content will vary and may include tenant logos, special events and promotions.

PLANNING

Project: O2 Finchley Road
Client: Land Securities
Drawing No: N/A
Drawing Title: Lamp post banners – detail
Date: 20/05/2014
Scale: 1:50

Banner signs

Background colour



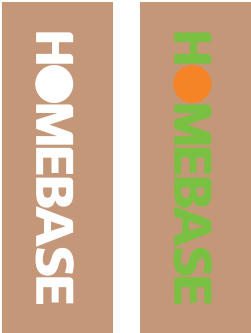
Test backgrounds



White background



Graphite grey background



'Stone'/'brick' background

The proposed signage scheme displays tenant logos on a black background. This allows the various logos to be legible and impactful without the banner signs themselves appearing overpowering on the building.

A white background would appear harsher and would tend to dominate the façade, in addition to requiring an increased maintenance regime.

Alternative backgrounds using more muted colours; grey or 'stone' do not provide a uniformly suitable background for all logos, have reduced impact and will often not satisfy tenant logo guidelines.

The black background creates a more sophisticated impression and offers a consistent 'neutral' background which restricts and controls the amount of colour on the signs whilst still allowing tenants logos to be correctly displayed either as white logos, or in the appropriate brand colour.

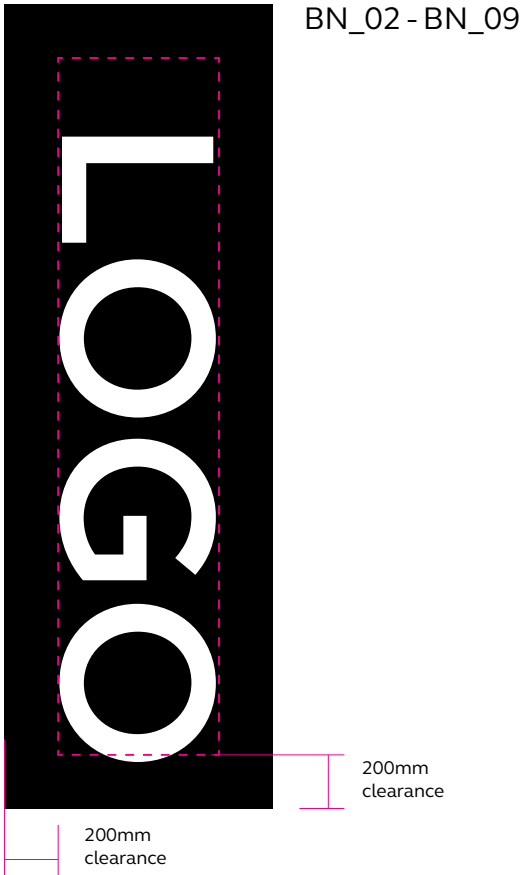
PLANNING	
Project:	O2 Finchley Road
Client:	Land Securities
Drawing No:	N/A
Drawing Title:	Banners – Background colour
Date:	20/05/2014
Scale:	N/A

Proposed banners

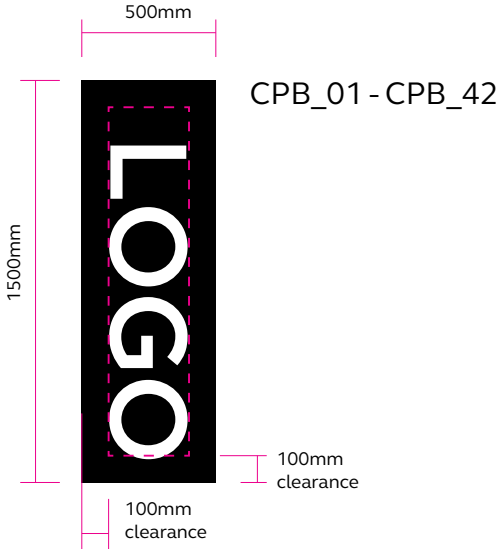
Content guidance



Banner type 1:
Car park directional



Banner type 2:
Tenant logo to fit within guidelines



Banner type 3
(lamp posts)

Banner sign content

Banner signs are double sided and each side will display varied and changeable content including car park information, tenant logos and special promotions.

Tenant logo proportions will be controlled with guidelines as shown.

PLANNING

Project: O2 Finchley Road
Client: Land Securities
Drawing No: N/A
Drawing Title: Banners – Content guidance
Date: 20/05/2014
Scale: N/A