

Our ref: J029386/EB/ND

Ms J. Litherland
Senior Planning Officer
Development Management
6th Floor
Camden Town Hall Extension
Argyle Street
London
WC1H 8EQ

7 July 2014

Dear Ms Litherland

O2 Centre, Finchley Road, NW3 6LU - Application for the display of advertisements

On behalf of our client, Land Securities, we are pleased to submit an application for the display of advertisements at the O2 Centre, Finchley Road, NW3 6LU ('the Site').

Context

Land Securities is nearing completion of works to the O2 Centre (ref: 2012/1333/P) and now requires improved signage across the Site to ensure all commercial tenants are appropriately advertised.

This planning application forms the first part of a site-wide signage strategy, which we discussed with Planning Officers on 4 April 2014.

The details of the signs which form this planning application were sent to Officers in May 2014 and we were subsequently informed that the proposed signage was acceptable in principle, subject to the details of the application.

The Applicant has assessed a range of options for of base colours, which have been included within the enclosed Signage Document. This exercise was undertaken to explore the most appropriate colour within the context of the latest changes to the building's contemporary façade, the street scene and the strict branding requirements of commercial tenants. As a result of this options exercise, it is concluded that use of black for the base colour is the most appropriate in terms of a contemporary design approach and to meet the requirements of the range of commercial tenants. The approach is also considered to be comparable to the high quality signage strategy that is already in place at the Brunswick Centre, which the Applicant was previously referred to by Officers.

Planning Application

The application comprises four copies of each of the following:

- Application Form
- Redline Site Plan (Scale 1:2500)
- Signage Document (including all required details and images)

Application Fee: I have been advised by you that upon receipt of the application I will be contacted by Planning Officers to enable me to pay the application fee of £110 over the phone.

We trust that the planning application includes all required details for it to be registered as valid.

Should you have any queries, please do not hesitate to contact me.

Yours sincerely,



Ed Britton

Senior Development Planner

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