

12141 The Post Building

R171_Retail Flag Signage Application



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Document Control

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Application for Consent to Display Advertisement

Purpose of Document

This document has been prepared by Allford Hall Monaghan Morris Architects as supporting information to the planning application for consent to display advertisement along the façade of The Post Building at 21-31 New Oxford Street. (Approved 19th February 2015)

This document scopes the maximum potential areas available to tenants for installing protruding flag signage, noting that this does not mean that flag signage will be installed in all the locations scoped in this document.

Any future design proposal for tenant’s signage will be subject to landlord approval, and subject to a separate application for consent to advertisement.

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1.0 Locations of Protruding Flag Signage

1.1 Ground Floor Plan


Protruding Flag Signage

A zone at high level of each cladding bay is provided with electrical containment and fixing brackets to support a retro-illuminated signage board.

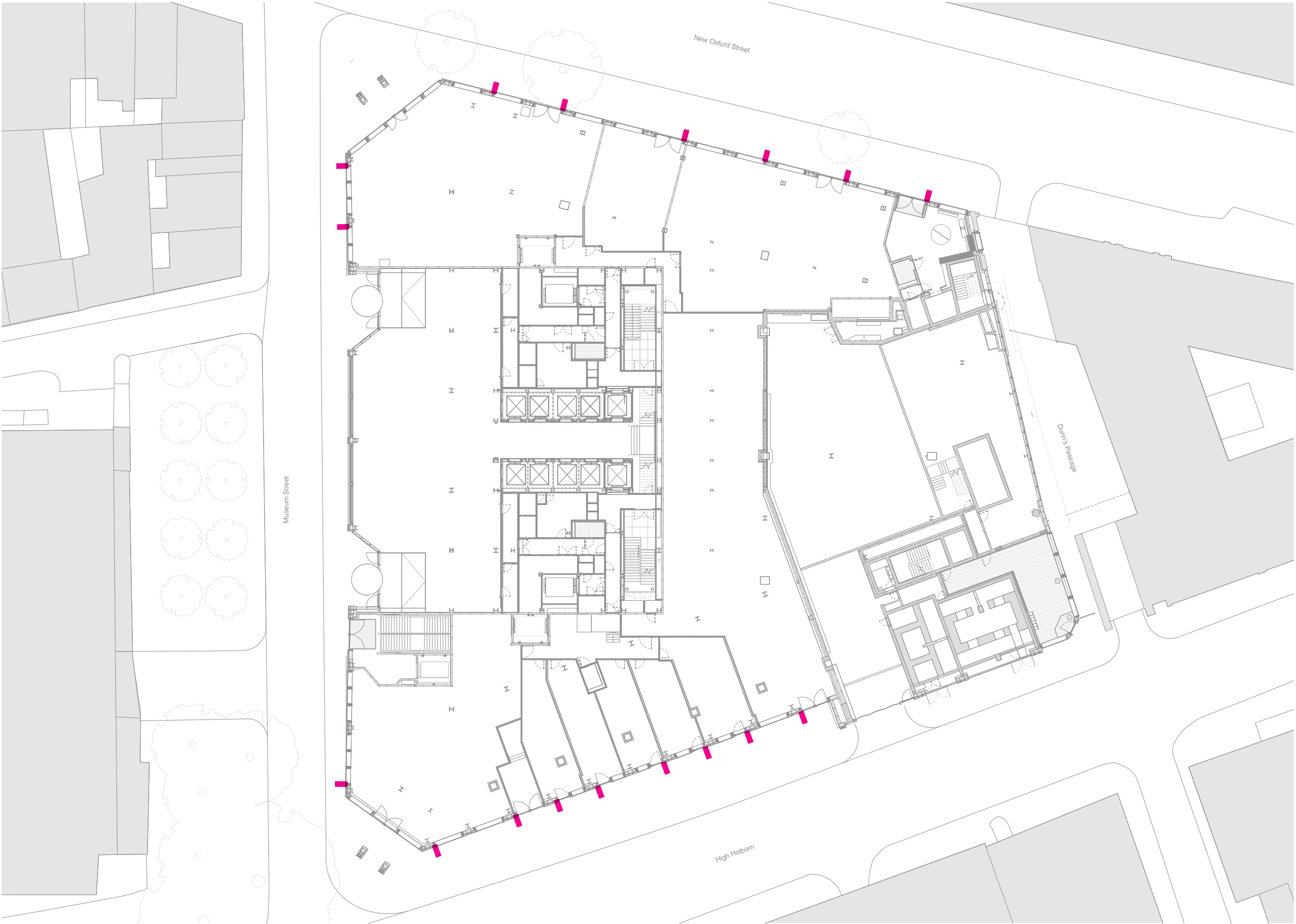
The typical design of flag signage boards is contained in the relevant pages of this document, however the number of signs to be provided and advertisement design on each board is subject to the individual tenants.

The plan on this page illustrates the maximum number of protruding flag signage boards that can be installed on the building elevations.

Key

 Potential locations of projecting flag signage.

Size of signage as shown exaggerated for the purpose of this illustration. Please refer to the following pages of this document for signage size.



1.0 Locations of Protruding Flag Signage

1.2 Elevation on New Oxford Street (North)

The elevation on this page illustrates the maximum number of protruding flag signage that can be installed on the building elevation.

For more detailed bay studies, please refer to the relevant pages of this document.

Potential locations of projecting flag signage

Alterations to cladding bays subject to a separate planning application

Size of signage as shown exaggerated for the purpose of this illustration. Please refer to the following pages of this document for signage size.



1.0 Locations of Protruding Flag Signage

1.3 Elevation on Museum Street (West)

The elevation on this page illustrates the maximum number of protruding flag signage that can be installed on the building elevation.

For more detailed bay studies, please refer to the relevant pages of this document.

Potential locations of projecting flag signage

Size of signage as shown exaggerated for the purpose of this illustration. Please refer to the following pages of this document for signage size.



1.0 Locations of Protruding Flag Signage

1.4 Elevation on High Holborn (South)

The elevation on this page illustrates the maximum number of protruding flag signage that can be installed on the building elevation.

For more detailed bay studies, please refer to the relevant pages of this document.

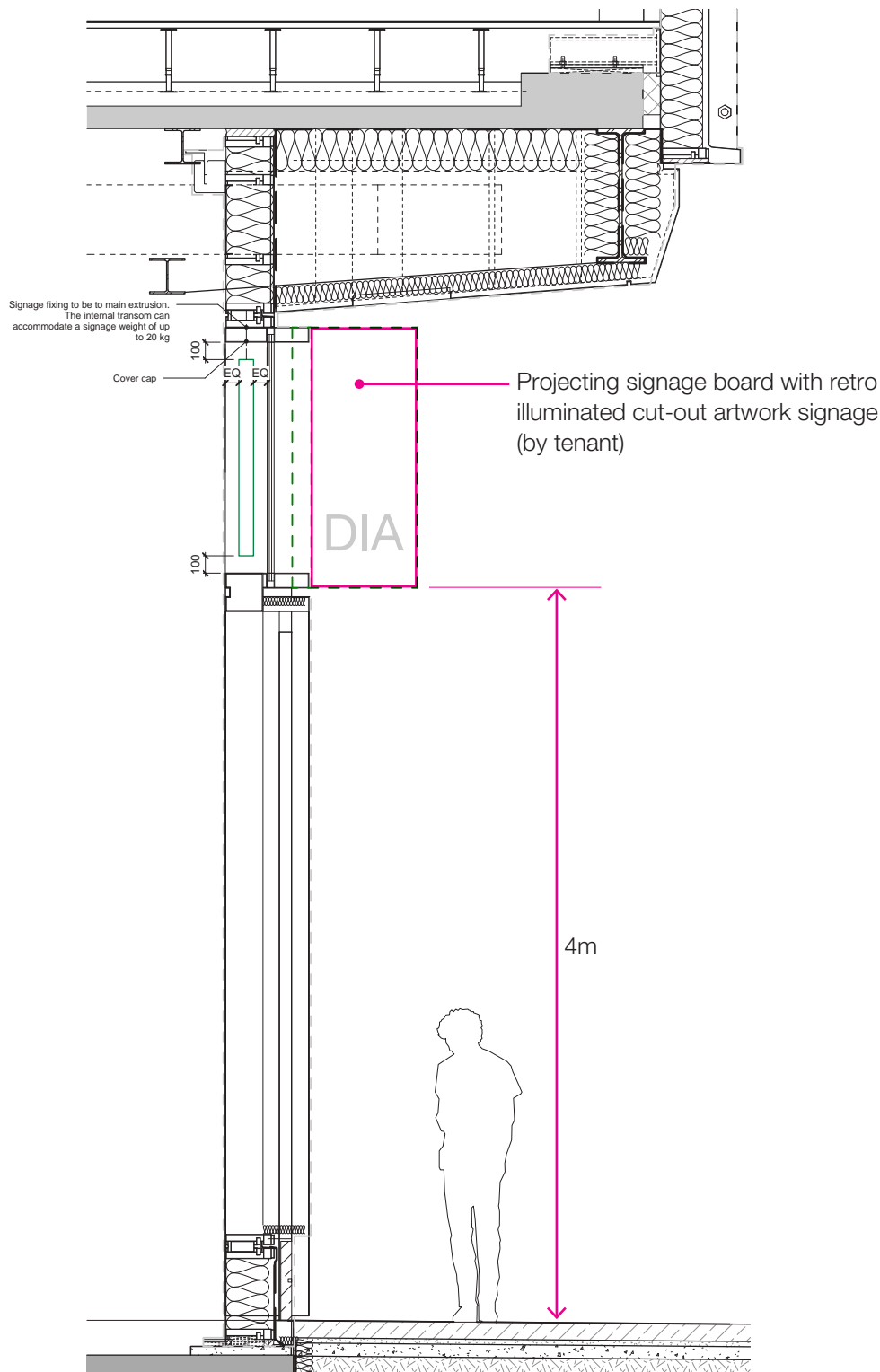
Potential locations of projecting flag signage

Size of signage as shown exaggerated for the purpose of this illustration. Please refer to the following pages of this document for signage size.

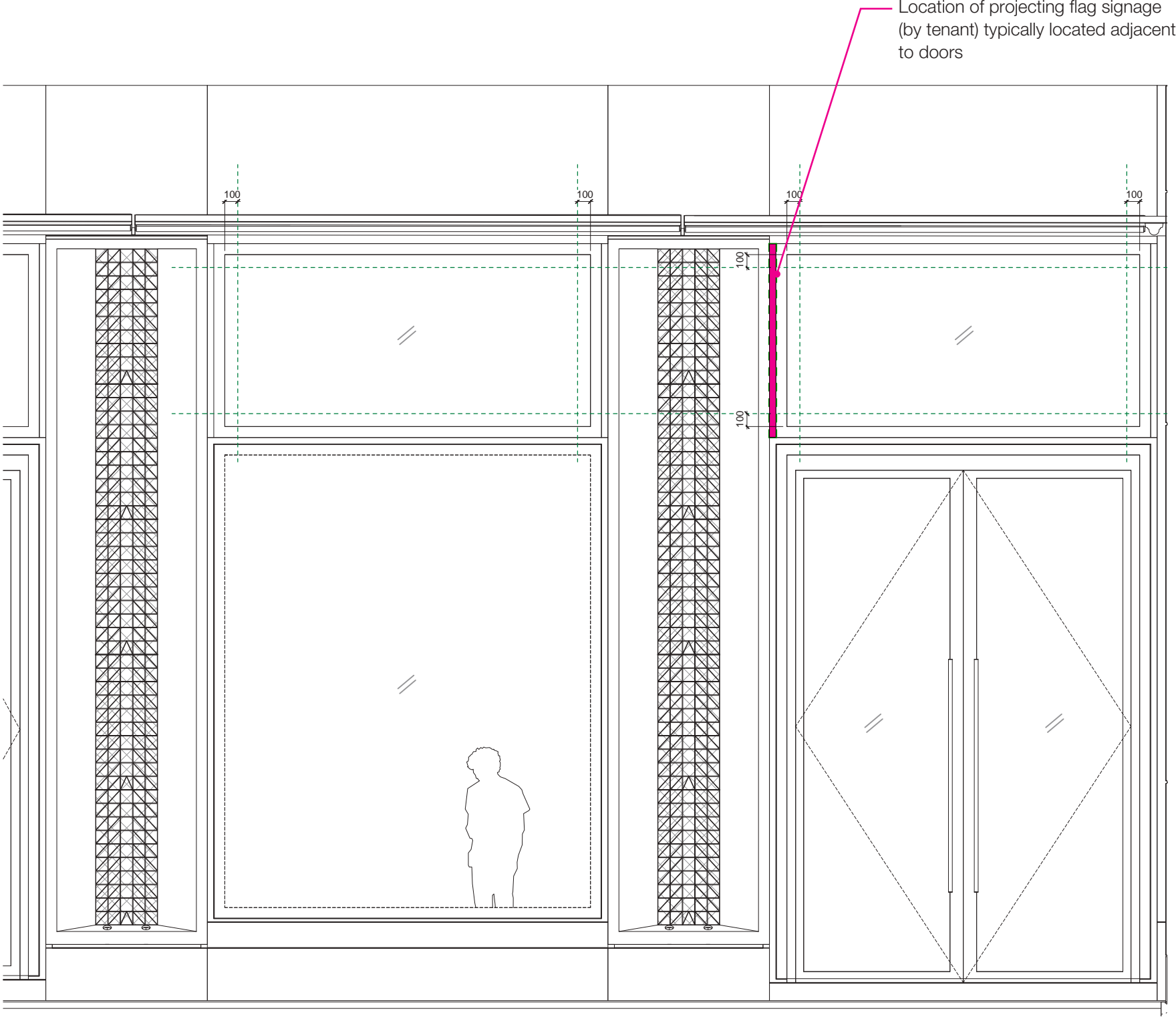


2.0 Typical Bay Signage

2.1 Signage Types



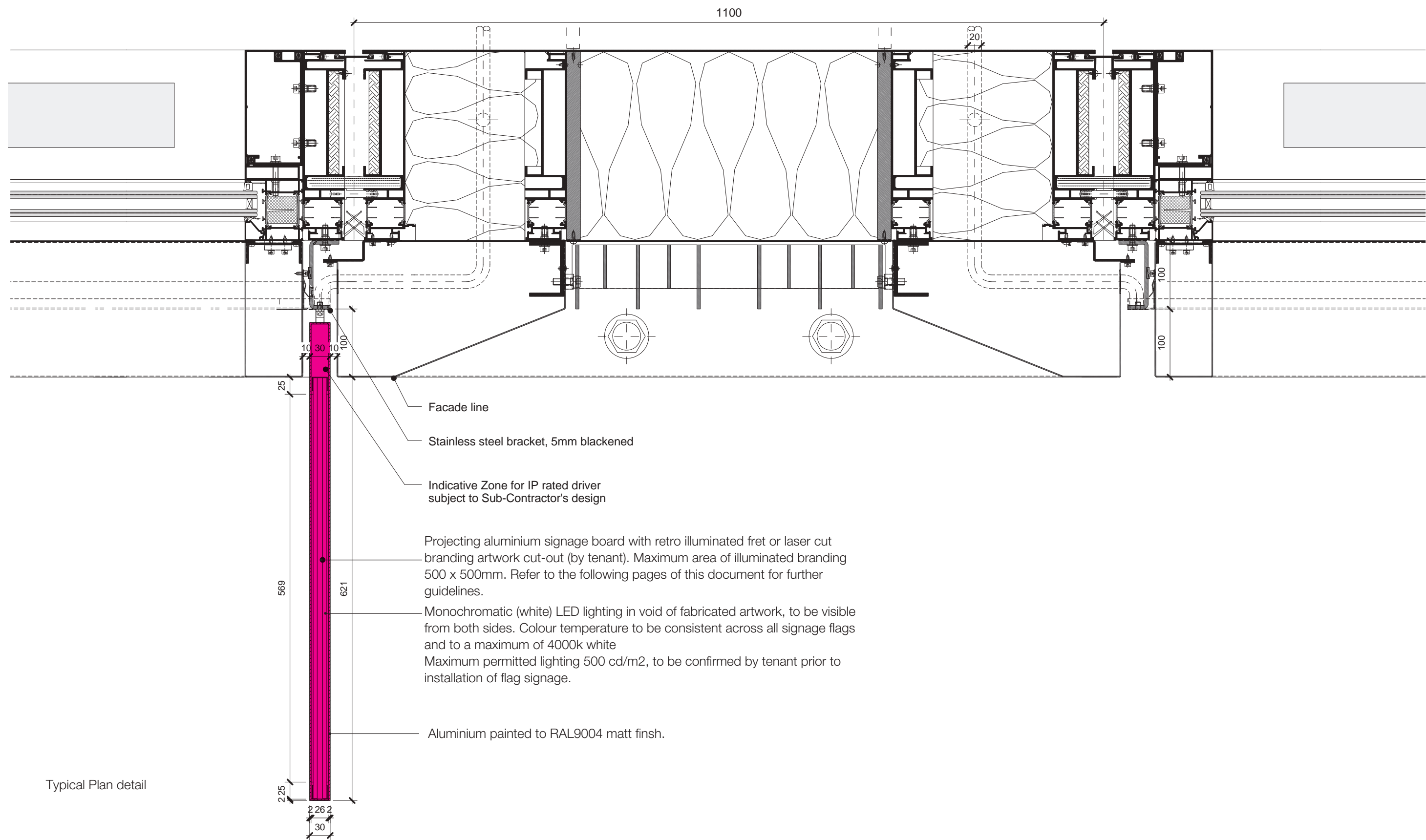
Typical Section



Typical Elevation

2.0 Typical Bay Signage

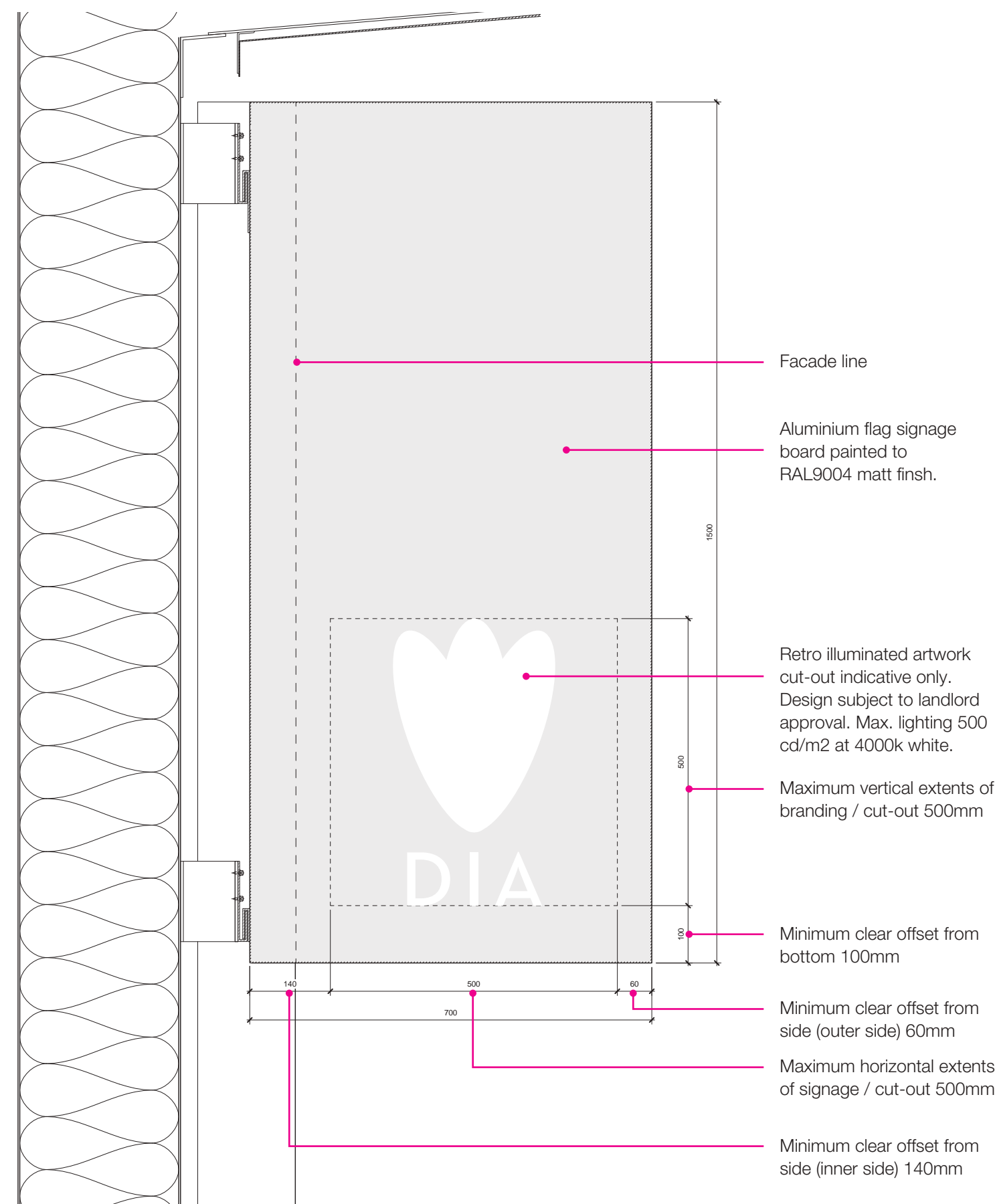
2.2 Signage Flag Details



Typical Plan detail

2.0 Typical Bay Signage

2.3 Signage Flag Details



Indicative signage zones CGI

Potential Projecting Flag Signage, by tenant

Potential signage zone behind glazing, subject to a separate application for consent to display advertisement.

3.0 Indicative Signage CGI



Indicative suspended signage behind glazing, subject to a separate application for consent to display advertisement.

Indicative signage board with retro illuminated cutout advertising