

BRANCH: NATWEST EUSTON ROAD
Date: 24.07.2014 Author: Kerry Heaton

D0572-009
Rev: **C**

FINANCIAL FOOTPRINT RANK : 1,584	MIN RISK
CLASSIFICATION: LOCAL	
BUILDING CATEGORY: NOT LISTED	

IMPROVING OUR PRESENCE

	Fascia & Lettering	Projecting Sign	ATM	MISC
Existing	650 mm Vinyl Fascia	N/A	Non-Illuminated surround	N/A
Proposed	700 mm Vinyl Fascia	1x 600mm illuminated	1 x illuminated surround	1x illuminated Chevron. ATM Wall Vinyl with Large Chevron incorporated.

EXTERNAL ATMs	Existing
UPGRADE	NCR5887

EXISTING PHOTOS OF THE BRANCH



EXISTING FRONT ELEVATION



EXISTING SELF SERVICE WALL

IMAGE OF PROPOSED NEW SIGNS



PROPOSED FRONT ELEVATION



PROPOSED SELF SERVICE WALL

EXISTING PHOTOS OF NEIGHBOURING PROPERTIES:



Adjacent Cafe has EXTERNAL ILLUMINATED PROJECTING SIGNS and non illuminated Fascia lettering. Also an INTERNAL ILLUMINATED HANGING LOGO SIGN.

PLANNING SUMMARY:

PREVIOUS APPLICATIONS – consents and rejections

May 2007- Display on non-illuminated fascia signage..... APPROVED
Jul 2007- Alterations to shop front including relocation of entrance door and installation of ATM machine..... APPROVED

CAMDEN COUNCIL – SUPPLEMENTARY PLANNING GUIDANCE – S&W SUMMARY

Number of signs: Section 3.4 – one sign per elevation only.

Materials: Section 3.5 - Traditional materials preferred, acrylic not preferred – wording is not definitive, so can be challenged (check neighbours)

Illumination: Section 8.13 –Externally illuminated signs should be unobtrusively sized and sited. Spotlights and trough lights should be fixed and sized as discreetly as possible. Corporate designs involving internally illuminated signs may need to be modified where they are considered unsuitable,

Fascia signs: Section 7.12-14 – Should be of suitable size and proportion in relation to the building and should not extend above the cornice or below the capital. Not to obscure or damage existing architectural features. Deep box fascias which project beyond the shopfront frame to be avoided. Lettering should be proportionate to the scale of the shopfront and should include the number of the premises. Where a shopfront and fascia extend across two or more shop unit bays, the removal of intervening pilasters are not acceptable. Properties should only have one main fascia sign and one ancillary projecting or hanging sign per street frontage, although two projecting signs may be appropriate in cases of large shopfronts stretching across two or more shop units.

Projecting signs: Section 7.15 - Projecting and hanging signs should normally be level with the fascia rather than below or above it. They should be positioned to the side of the shopfront at fascia level.

OPTION APPROVED	
SIGNATURE	
DATE	