

**BRANCH:** NATWEST KILBURN

D0572-176 (9) Rev: A

Date: 12.09.2014 Author: CALUM MCDONAGH IMPROVING OUR PRESENCE

	Fascia & Lettering	Projecting Sign	ATM	Misc
Existing	500 mm Fascia illuminated	2x 500mm illuminated	N/A	White Chevron above Entrance
Proposed	3x 515mm fascia 2x 360mm illuminated letters 1x 360mm illuminated chevron.	2x 600mm illuminated	Advert panel in ATM machines, 3x chevron graphics, Purple aluminium wall cladding.	Nameplate. Entrance sign. Web/Tel Vinyl

## **EXTERNAL** Existing ATMs NCR 6634 UPGRADE NCR 5887 UPGRADE PC2050XE

MIN

RISK

### **EXISTING & PROPOSED PHOTOS OF THE BRANCH**



**EXISTING FRONT ELEVATION** 



PROPOSED FRONT ELEVATION



**EXISTING SELF SERVICE WALL** 



PROPOSED SELF SERVICE WALL



FINANCIAL FOOTPRINT RANK: 241

BUILDING CATEGORY: NOT LISTED

CLASSIFICATION: PRIMARY

**EXISTING ENTRANCE** 

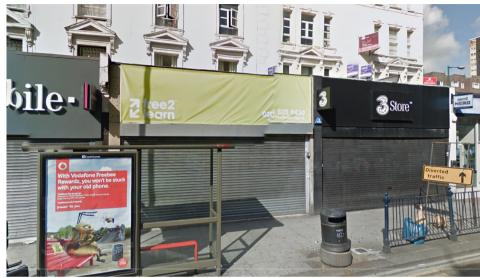


PROPOSED ENTRANCE



# STYLES&WOOD DESIGN

#### **EXISTING PHOTOS OF NEIGHBOURING PROPERTIES:**



Shop opposite has Internally illuminated projecting sign and a non-illuminated fascia sign.

#### **PLANNING SUMMARY:**

#### PREVIOUS APPLICATIONS – consents and rejections

CAMDEN COUNCIL – SUPPLIMENTARY 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		