

BRANCH: NATWEST KILBURN

Date: 12.09.2014 Author: CALUM MCDONAGH

IMPROVING OUR PRESENCE

D0572-176 (9)

Rev: A

FINANCIAL FOOTPRINT RANK : **241**
CLASSIFICATION: **PRIMARY**
BUILDING CATEGORY: **NOT LISTED**

**MIN
RISK**

| | 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 ATMs | Existing |
|---------------|----------|
| READY | NCR 6634 |
| UPGRADE | NCR 5887 |
| UPGRADE | PC2050XE |

EXISTING & PROPOSED PHOTOS OF THE BRANCH



EXISTING FRONT ELEVATION



EXISTING SELF SERVICE WALL



EXISTING ENTRANCE



PROPOSED FRONT ELEVATION



PROPOSED SELF SERVICE WALL



PROPOSED ENTRANCE

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

October 1996- Display of internally illuminated fascia panel to read 'service till' and to measure 700x120mm..... **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 | |