

BRANCH: NatWest HAMPSTEAD VILLAGE

D0572-683

Date: 16.03.2015 Author: KERRY HEATON

Rev: /

IMPROVING OUR PRESENCE

	Fascia & Lettering	Projecting Sign	ATM	Misc
Existing	1x 515mm Fascia, 1x illuminated letters	1x 500mm internally illuminated	2x Std Surrounds Illuminated	N/A
Proposed	1x 515mm Fascia, 1x 360mm illuminated letters	1x 500mm internally illuminated	2x Std Surround Illuminated	Nameplate, Web/Tel Vinyl

External ATMs	Existing
UPGRADE	PC2050XE
UPGRADE	PC2050XE

EXISTING AND PROPOSED PHOTOS OF THE BRANCH



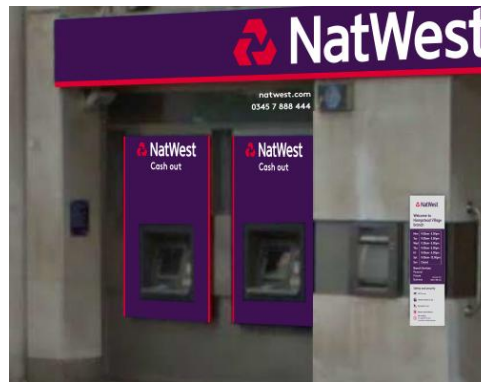
EXISTING FRONT ELEVATION



EXISTING ATM WALL



PROPOSED FRONT ELEVATION



PROPOSED ATM WALL

EXISTING PHOTOS OF NEIGHBOURING PROPERTIES:



Shops nearby have traditional wooden shop fronts with non-illuminated individual letter fascias and heritage style projecting signs.

PLANNING SUMMARY:

PREVIOUS APPLICATIONS – consents and rejections

FEB 2012- Display of an internally illuminated fascia sign and an internally illuminated projecting sign..... **APPROVED**

SEP 2002- Display of externally illuminated fascia sign, one internally illuminated projecting sign and 2 ATM light boxes. As shown on drawing numbers: 9424/1.1, 1.2, & 2.1..... **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	