

HSBC UK BANK PLC

HSBC Camden Town

176 Camden High Street

London

NW1 8QL

Design & Access, Heritage & Planning Statement

23068 PA 110

February 2024



Site Address 176 Camden High Street, London, NW1 8QL

Contact Details: Please contact the agent for any queries relating to this application.

Applicant

HSBC Holdings plc
30th Floor
8 Canada Square
London
E14 5HQ

Agent

A&Q Partnership (London) Ltd
The Lux Building
2-4 Hoxton Square
London
N1 6NU
Tel : 0207 613 2244

1.1 Listing Status of Building:

The building is not listed.

176 Camden High Street is not a listed building; nor are any of the neighboring buildings listed. However, the building is highlighted in the Camden Town Conservation Area appraisal as being both a 'positive building' and a 'focal building'.

1.2 Site Features:

The bank sits on a prominent corner plot in Camden Town at Britannia Junction, sitting between Camden High Street and Kentish Town Road. In addition, the bank is sited next to the exits from the Camden Town London Underground station.

There is a large range of nearby shops and businesses and the bank provides important financial services in this busy retail setting. The site is located within the Camden Town Conservation Area, falling within the commercial sub-area 1.

Heritage Observations

The building is described in the Conservation Area Appraisal as "a good example of post-war architecture dating from c1950" and that despite being only of two storeys "it is a strong focal building visible in long views from the south; it has a curved stone facade, incorporating high quality friezes depicting scientific and medical themes".

The building is listed as a focal building in long views within the conservation area, within the context of "HSBC Bank, No 176 Camden High Street in views along Camden High Street to south and Camden Road to east". The other buildings on corner plots at Britannia Junction, and the Camden Town underground station, are also highlighted as focal buildings within the conservation area.

The neighboring underground station was constructed in 1907 in Leslie B Green's distinctive house style for his northern stations; incorporating arches and oxblood glazed tiles to the exterior.

1.3 Design/Description of Development:

The proposals seek to make alterations to the appearance of the ground floor of the bank externally to combat graffiti and other unsociable behavior which are causing detriment to the building and its appearance within the conservation area. It is proposed to remove the external tiles at ground floor level, move the entrance door to sit flush with the external face, infill recesses either side of the entrance door, repairs to the external cill, and painting the external face of the ground floor black.

The painting of the external face has been proposed to combat persistent graffiti to the building. An anti-graffiti paint was considered; however, this has been used on the NatWest Bank building on the opposite side of Britannia Junction and has resulted in an unfavorable staining to the building as a result of pollution becoming trapped to the anti-graffiti coating. At the same time, in recent years, both The World's End and Camden Eye pubs have repainted their exteriors in dark colors, and seem to suffer significantly less graffiti than the HSBC bank building. The painting of the external face in a black would therefore fit with the established street scene whilst maintaining the architectural feature of the frieze at first floor. The graffiti is an ongoing issue and has been for decades; previous initiatives by the bank to combat graffiti included tiling the external face of the building, and installing black lettered signage to make the building more difficult to target. Nevertheless, the issue has persisted at ground floor. Many options have been reviewed and it is considered that painting the building black at ground floor is the least intrusive way to make the building more resilient to graffiti, whilst leaving the majority of the stonework of the first floor untouched.

The removal of the external tiles at ground floor is not considered to be a significant change as these are a relatively modern addition from a previous move to combat graffiti. Similarly, the moving of the doors to the external leaf and infilling of the recesses is considered to be minor and will have limited impact on the architectural merit of the building. Furthermore, these actions will remove additional surface areas which are used for graffiti, and spaces which are prone to littering and other antisocial behavior.

The public benefit of the removal of graffiti, and reduced likelihood of future offences, is considered to be of public benefit and will make a positive contribution to the conservation area. The proposals are in keeping with the location and established development form, with local precedent for dark painted ground floors with lighter stone above.

Further Details

1. Floor Area

The overall floor area of the building will remain unchanged.

2. Layout

There are no changes to the internal layout of the building.

3. Scale

The scale of the building will not be affected.

4. Landscaping

No landscaping works are being undertaken.

5. External appearance

The proposal affects the external appearance, as discussed in full above. In brief, the proposals are as follows;

- Remove modern tiling to external face at ground floor.
- Infill recesses either side of the entrance door.
- Paint ground floor of external face in a black to reduce potential for graffiti.
- Repairs to external sill.
- Move entrance doors to be in line with the outer leaf of the building.
- Replace external signage to contrast with black background

6. Use

The building's use will not be affected. It will continue as a high street bank with public access during opening hours.

7. Access Details.

The access details will remain unchanged. A Power-assisted door on the Britannia Junction elevation provides access to the branch.

8. Signage

The signage will remain in the same locations with the fascia signage changed to include white lettering instead of black in order to contrast with the back ground.

9. Environmental Sustainability

Where possible sustainable methods will be used during the works including the recycling of removed material / furniture from site.

Planning Statement / History

The below applications have been approved at the address in recent years. Application 14/02724/LBC is of particular relevance as this related to a similar proposal.

- 2022/3959/ | Status – Withdrawn – Removal of existing associated signs and installation of new external associated signs.
- 2022/3810/P | Status – Approved – Removal of 3 x external ATM machines and installation of 2 x new external ATM machines. Modifications to existing aperture to be undertaken as necessary and all external finishes to be made good and to match existing.
- 2019/6241/A | Status – Withdrawn – Display of 3x non-illuminated signs to existing ATMs of bank (Class A2).
- 2018/2159/A | Status – Appeal Dismissed - Display of an internally illuminated LED digital display screen (measuring 3m in height by 14.30m in width and 0.3m in depth) on the curved elevation above first floor windows.
- 2016/5821/A | Status – Approved - Display of 2 x internally illuminated lettering fascia signs and 2 x internally illuminated projecting signs.
- 2015/3873/A | Status – Approved – Display of 2x 'halo' illuminated text signs 1x non-illuminated text sign and 2x internally illuminated projecting signs.
- 2015/3742/P | Status – Approved - Installation of additional ATM machine to Camden High Street elevation and alterations to entrance.