

**Design & Access Statement to Support Planning Applications  
26881-KingsCrossEvergreen-FULL & 26881-KingsCrossEvergreen-ADV**

Document date 09/05/2017  
Rev -

**Site Address:**

HSBC Bank plc  
31 Euston Road  
Kings Cross  
London  
NW1 2ST

**1.0 PROPERTY DESCRIPTION**

1.01 4 storey property situated on Euston Road, London. The external fabric consists of a typical Portland stone bank façade with brown aluminium windows. The first to third floor façade has a brown brick finish, each elevation containing numerous sash windows. Various HSBC Signage is located on the ground floor elevation including 2No illuminated fascia signs & 1No illuminated projecting sign. The building is not listed but is situated within a conservation area.

**2.0 ACCESS STATEMENT**

2.01 Vehicular and pedestrian access to the site will be unchanged by this application.

**3.0 DESIGN STATEMENT**

3.01 Context;

The application site is located in the King's Cross area of London. A range of other commercial, industrial & historic buildings surrounds it, some of which hold significant architectural merit. The site is not listed but is sited within a conservation area.

3.02 Amount;

The bank is currently undertaking a national programme whereby they are rebranding to HSBC UK. Therefore, branches nationwide will receive updated signage. Also, this site is to receive a full refresh, of which will include a number of internal works including redecoration. The works of which relate to the Full planning permission application are around the Existing ATM. The existing ATM located on Argyle street is to be removed & relocated through a different window, also on Argyle street. Associated works to the glazing will be undertaken to made good following the removal.

3.03 Scale;

The scale of the building will be unchanged by this application.

3.04 Layout;

The layout of the site will be unchanged by this application.

3.05 Landscape;

The landscape treatment of the site will not be affected by this application.

3.06 Appearance;

The works, as a whole, are to enforce HSBC's new retail image consistently across its branches nationwide. We believe the proposed works will respect the buildings original features and will not have a negative impact on the building or the surrounding area. None of the works will harm the fabric of the building, internally or externally, and we feel that the proposed works will enhance the conservation area whilst maintaining the historical interest of the building.