

**Heritage Statement to Support Planning Application
26881-KingsCrossEvergreen-FULL & 26881-KingsCrossEvergreen-ADV**

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Rev -

Site Address:
HSBC Bank plc
Road
Town
Post Code

1.0 INTRODUCTION

1.01 The proposals can readily be broken-down into the following components which form the content of this application:

- (i) Rebrand the branch from HSBC to HSBC UK.
- (ii) Relocation of Existing ATM with Associated works to glazing.

2.0 PROPERTY DESCRIPTION

2.01 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.

3.0 SIGNIFICANCE OF HERITAGE ASSET

3.01 The architectural & historical interest of this building is not significant, considering its age & lack of details. However, The area of which the building is sited holds significant architectural merit, as it falls within the King's Cross & St Pancras conservation area, of which is home to numerous historic buildings, some of which are grade I & II listed. Due to the building location within a conservation area, careful thought has been taken with the proposals so the conservation area is not harmed due to oyr works.

4.0 CONTRIBUTION OF ITS SETTING TO THAT SIGNIFICANCE

4.01 The architectural character and appearance is typical of banks of this and earlier periods, signifying solidity and respectability relating to the building's use. Its location is of great significance to the buildings heritage, located within a busy commercial area and within the conservation area.

5.0 DESIGN CONCEPT

5.01 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.

6.0 IMPACT OF THE PROPOSALS ON THE SIGNIFICANCE

- 6.01 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.