Design Statement to Support Planning Application – HSBC Glossop

Document date 19.03.2012



Site Address:

1 High street West
Glossop
Derbyshire
SK13 8AI

1. Introduction:

It is proposed to refurbish the existing HSBC branch at the above location. As part of the refurbishment it is proposed to install/replace new external signage which forms the subject of this planning application.

2. Property Description:

The building, although not listed, is located within a conservation area and is surrounded by several listed buildings within the High street area. The building is Ashlar stone construction occupying the corner plot between Victoria Street and High Street West. Both the existing fascia signs and roundels are positioned between profiled stonework below the first floor windows. One fascia sign is located above the main corner entrance of the branch, the other is positioned centrally along the Victoria Street facade; both are currently externally lit. One externally illuminated conservation roundel is positioned on each elevation. The bank has one TTW ATM on the Victoria Street elevation, which currently has no associated signage.

3. Proposals:

The application relates solely to new/replacement signage and, as such, will have no impact on the building's design and location in the area with respect to its layout and scale.

All proposed signage, as shown on drawing 26548_E1_PL, is to ensure the branch complies with HSBC's new 'retail' image. The existing projecting sign will be replaced which will be to HSBC's current conservation standards – this is illustrated on a separate drawing, though it should be noted this is a generic drawing and not specifically for this project. Similarly, the existing fascia signs will be replaced and be formed from non-illuminated, individual letters and logo fixed to the existing fascia. The existing ATM will have new signage to conform to HSBC's current standard. Generally, all other proposed signage is reverse applied vinyl to the internal face of glazing.

We believe the proposed signage is appropriate to the current level of signage on the façade and will not have a negative impact on the building or its surrounding area.