

Context Appraisal

NatWest, 30 King Street, Gravesend

LEWISAND
HICKEY



Overview

This document should be read in conjunction with all drawings and information submitted in support of the advertisement consent application, as well as the 'NatWest Vision' document which outlines our wider approach to digital facilities.

Location: 30 King Street, Gravesend, DA12 2XX

Heritage Context: • Building is within the King St / High St & Queen St Conservation Area

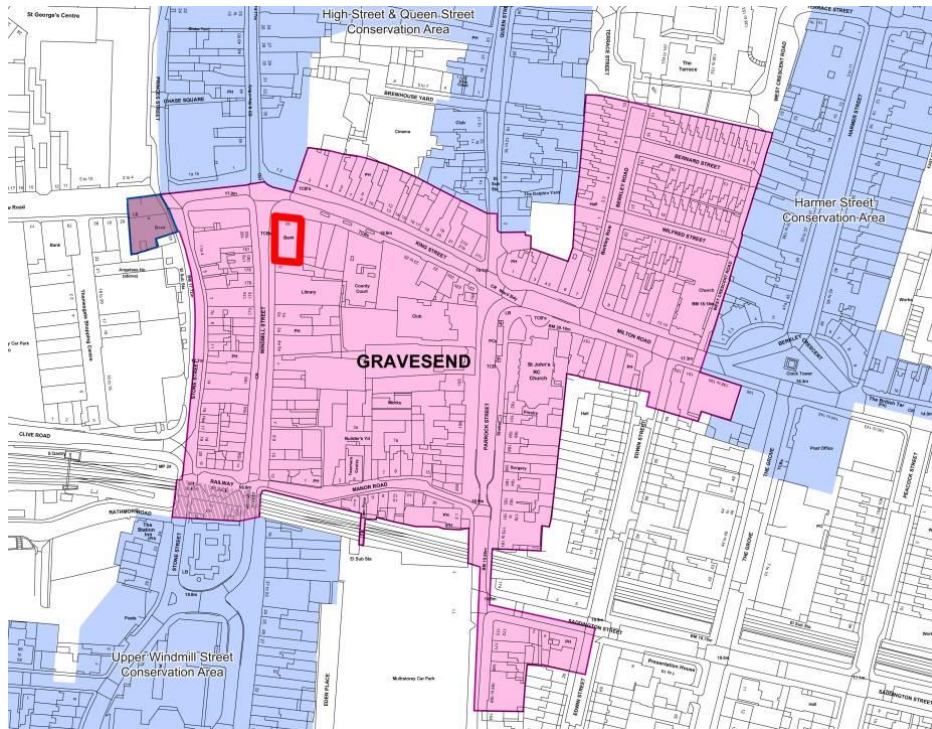
Relevant Guidance: • Management Plan Gravesend Town Centre Conservation Areas
• Shopfront-guidance-design-sheet-1

Application History: • 20180856- (Granted) (non-Illuminated fascia sign)

Proposal: Fascia replacement and glazing Vinyl

Location

The NatWest branch is located on King Street within King Street Conservation Area, which is a busy street with a high concentration of listed buildings.



Heritage Context

The importance of the building to the streetscape in terms of views/vistas is appreciated due to its relationship to the adjacent grade II listed building (Public Library)



Advertisement Context

As part of our assessment of the building's context we have reviewed other examples of advertisement and signage within windows of nearby properties at King Street & Windmill street area. We have selected examples which are either of a similar building type or similar signage type, or both.



Nationwide, 167 Windmill Street, DA12 1AH
poster signage within shopfront window.



Santander, 4 King Street, DA12 2HH
Large digital screen within shopfront window.

Summary:

It is felt that the proposed installation of digital signage is respectful of the building's character and is in keeping with its wider streetscape

- **The digital screen will be of a similar scale and form to existing paper poster currently installed within the window of the building.**
- **Its installation will not have a detrimental impact upon street views, since it will not be visible until adjacent to, opposite or passing the building.**
- **Although no reference to digital signage is made within Shopfront-guidance-design-sheet-1 & Management Plan Gravesend Town Centre Conservation Areas, it is our opinion that the proposals are in keeping with the principles of the guide.**

Please refer to 'NatWest Vision' supporting document for further information on proposed signage type and rationale for its installation.

- **Replacement of paper advertising with digital advertising aligns with NatWest Climate Positive goals, reducing paper usage and waste, and aligns with Lichfield District Council's aims to support businesses and the national agenda.**

Proposed Elevation Visuals:

