

DESIGN, ACCESS & HERITAGE STATEMENT



Project: NatWest Gravesend – Refresh 2023
Address: Gravesend, 30 King Street, DA12 2XX
Date: 23/01/23

APPLICANT:
NatWest Group Plc
RBS Gogarburn
1st Business House C
PO Box 1000
Edinburgh EH12 1HQ

AGENT:
Lewis & Hickey Ltd
1 St Bernard's Row
Edinburgh
EH4 1HW
T. 0131 343 6222

DESCRIPTION OF WORKS:

External: Removal of existing signage & installation of new signage. Remove existing window poster and install new internal 55" digital screen, external facing with static display

Internal: Not applicable.

USE:

Existing: Retail Bank
Proposed: Retail Bank

TENURE:

Mixed

Listing

Grade II

AMOUNT:

Minor works to bring the branch to update the branding.

SCALE:

Not applicable.

LANDSCAPING / PHILOSOPHY:

Not applicable.

APPEARANCE:

The proposed signage will be a like-for-like replacement of existing signage. The mounting/fixing hole will be reused.

The proposed digital signage to be a similar scale and form to existing paper poster currently installed. All content on the proposed internal digital screen will be a static nature with minimal animation. The mounting/fixing hole will be reused.

ACCESS:

Vehicular and Transport Links: No works proposed.
Inclusive Access: No works proposed.

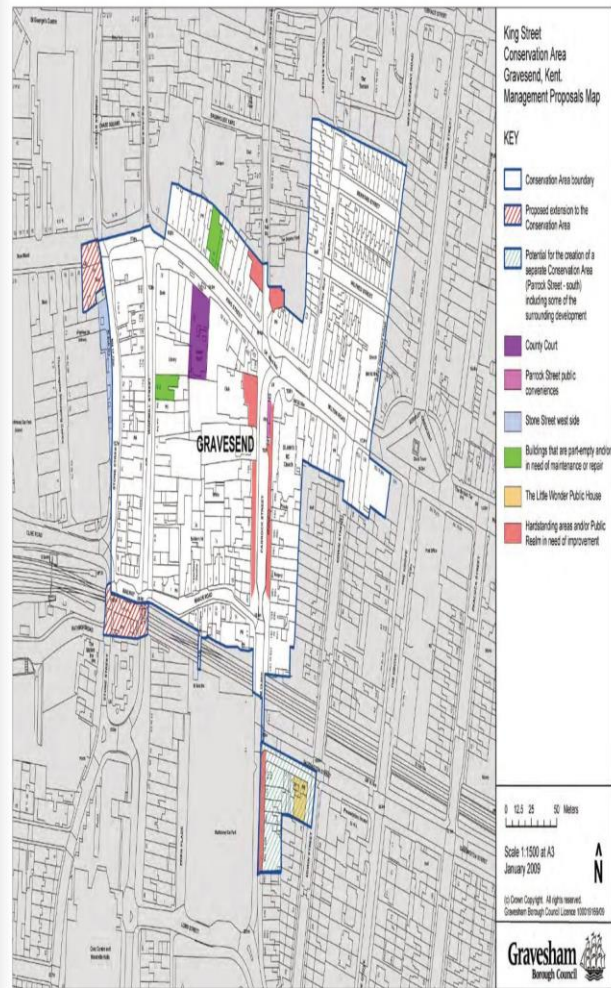
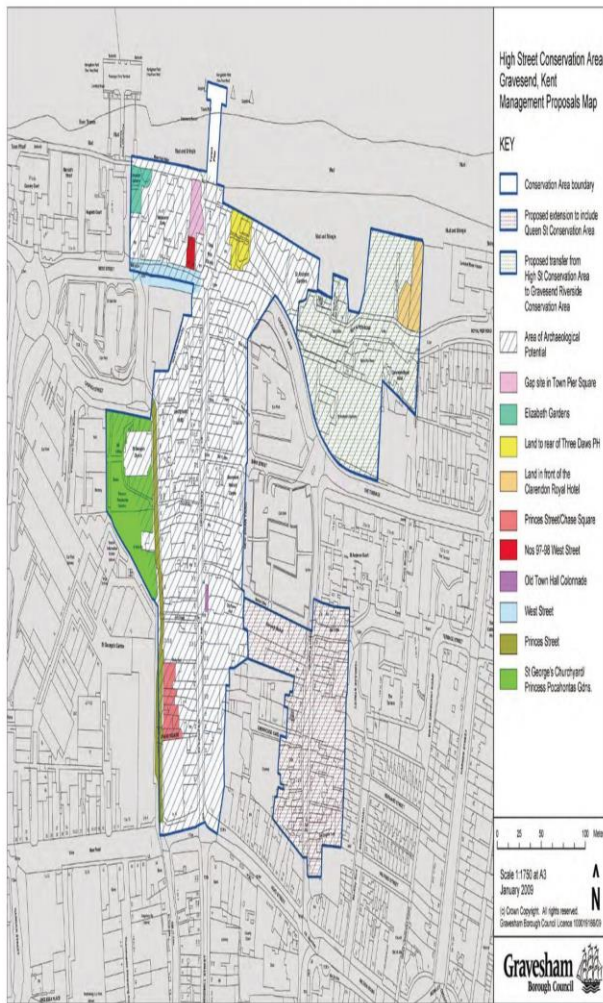
HERITAGE ASSET STATEMENT:

- **Conservation Area:** King St / High St & Queen St
- **“The character of king street conservation area has suffered in places from the appearance of poorly designed shopfronts and advertisements, and the incremental loss of original architectural features. The effect could be reversed by the replacement and reinstatement of such features with those of an appropriate design and material. General improvements to the conservation area could include the complete replacement of buildings marked as negative on the townscape appraisal map, or the enhancement of other buildings which make either a negative or a natural contribution through careful repair...” (Yumpu.com, n.d.)**
- The conservation area has been understood and one of the most recurring points made in the document is that the Architectural Style and historical significance of the buildings are really important to the area, and as such it is worth noting that these proposals do not damage the character and appearance of the Natwest Bank within the **‘King St / High St & Queen St’** Conservation Area.

HOW WE WILL MEET THE HERITAGE REQUIREMENTS:

- 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 ‘The Shopfront Design Guide’ as dated 1992 only, it is our opinion that the proposals are in keeping with the principles of the guide.
- Replacement of paper advertising with digital advertising aligns with NatWest Climate Positive goals, reducing paper usage and waste, and aligns with **Gravesham Borough Council** aims to support businesses and the national agenda.
- The proposed digital screen will be operational only within bank opening hours.
- The proposed signage replacement to be the same size as existing, and only the colour is changing, therefore there is minor if any impact on the character and appearance on the building and its adjacent area.

Location from Conservation Area Document



(Yumpu.com, n.d.)

REFERENCING

- Yumpu.com (n.d.). Gravesend Town Centre Conservation Areas - Gravesham Borough ... [online] yumpu.com. Available at: <https://www.yumpu.com/en/document/read/35862849/gravesend-town-centre-conservation-areas-gravesham-borough-> [Accessed 6 Mar. 2023].
- In-text citation: (Yumpu.com, n.d.)