

## Heritage Statement – HSBC Epworth

Document date 19.03.2012

### Site Address:

Market Place  
Doncaster  
DN9 1EU



### 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. It is the latter which forms the subject of this planning application.

### 2. Property Description:



The building, though not listed, is located within Epworth's Conservation Area. It is a modern building on Market Place adjacent to, and within the setting of, a concentration of listed buildings, notably: Manor Court House, the K6 telephone box and Market Cross in front, 27 Queen Street, The Red Lion Inn and 4/6 Market Place opposite. The junction node where the building is located forms the heart of the Conservation Area and, as such, any works to the building must preserve or enhance the character and appearance of the setting.

Presently, the building's architectural form and detailing does not relate to its immediate neighbours; it picks up none of their window, eaves or ridge heights and the facing brick abutting its neighbour at No 11 Market Place does not attempt any match.

There are presently two existing external ATMs on the side elevation, neither of which have any associated signage and therefore inconspicuous – see adjacent photograph.

### 3. Significance of the Heritage Asset:

The property is not listed but is within a Conservation Area and therefore deemed an Heritage Asset.

### 4. Contribution of its setting to that Significance:

The building, although located at the heart of the Conservation Area, presently contributes little to enhance its setting.

### 5. Design Concept:

The application relates solely to new signage associated to the existing ATMs 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 26513\_E1\_PL1, is to ensure the branch complies with HSBC's new 'retail' image.

The existing ATMs will have new signage associated with them to make them more conspicuous. The signs will be formed from aluminium composite sheets and fixed directly to the brickwork/render – refer to separate (generic) A4 drawing. The main colour of the signs is black (with white lettering with red border) and therefore designed to be easily read and informative without being too bright or overpowering.

## **6. Impact of the proposal on the Significance:**

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.

## **7. Sources:**

- PPS5: Planning for the Historic Environment.
- Epworth Conservation Area – Supplementary Planning Guidance