

# **HSBC UK BANK PLC**

**HSBC UK Tottenham Court Road  
39 Tottenham Court Road**

**London**

**W1T 2AR**

## **Heritage Statement**

**21035 076 PA210 Heritage Statement**

**September 2022**



**Site Address:** 39 Tottenham Court Road, London, W1T 2AR

**Date:** 6<sup>th</sup> April 2023

**Contact Details:**

**Applicant**

HSBC CRE  
30<sup>th</sup> Floor  
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**Agent**

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**1.1 Introduction:**

This document should be read in conjunction with the submitted application form, drawings and associated supporting documents.

**1.2 Listing Status of Building:**

The building is within a Conservation Area

**1.3 Design/Description of Development:**

HSBC UK is currently rolling out a programme to review and replace its existing ATM devices for new advanced multi-function devices.

This application is to replace the 2no existing external ATMs and associated signage for the new machines and signage. The body of the existing external devices are located within the branch and pass through an aperture within the existing shopfront glazing. One of the replacement ATMs is to be installed to maintain access for wheelchair and level access will remain to the machine unassisted from the street.

The existing ATM signs will be removed and replaced with new illuminated shrouds around the replacement devices visually linking the machine positions.

**1.4 Key issues of the design:**

- a. Approach:** The approach to the building will remain unchanged.
- b. Entrances:** The main entrance to the bank will remain unchanged.
- c. External Appearance:** The new ATM devices will replace the existing in the same location and will pass through the structure in the same manner. The replacement signage is of similar appearance to the existing.
- d. Signage:** External HSBC signage will be replaced with new simplified versions resulting in a decluttered appearance and maintained in a condition in accordance to the standard conditions set out in the control of advertisement regulations 2007.
- e. Impact on Character:** The impact of the works on the character of the Conservation Area is considered to be neutral. The device location is similar and materials to be used in keeping with the existing situation.