Heritage Statement
ATM Signage replacement for HSBCUK
December 2019

Contact Details :

Applicant	**Agent**
HSBC Holdings plc	A & Q Partnership (London) Ltd
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(Please direct all correspondence to the specified agent as requested on the application form)

Description of Development:
This application is for the replacement of existing ATM signage with new simplified and streamlined signage.

Listed Status of Building: Conservation area

Philosophy and approach:
Following the recent restructuring of HSBC's UK branches formally into 'HSBC UK' and the subsequent rebranding, a review of the self service equipment was undertaken and found that a large extent of the external signage offered services that the external machines no longer were able to support.

In addition, the bank has a desire to simplify and reduce their signage where possible to make the remaining signage clearer and have more impact.

Key issues of the design:
a. **Approach-** No alteration to the existing approach
b. **Entrances-** The existing entrances to the building will be unchanged.
c. **External Appearance-** The external appearance will basically remain unchanged, with the replacement of the ATM signage.
d **Signage-** The existing ATM signage will be replaced with new signage in the same location. These will generally be of the same material as the existing unless stated otherwise on the proposed drawing.
e. **Internal Appearance-** There are no works proposed.
f. **Additional material information-** Not Applicable

This statement is to accompany drawings:
PA 00 Location and Block Plan
PA 05 Existing Elevations
PA 15 Proposed Elevations