

Heritage Statement to Support Planning Application - 26977-278-Swadlincote-ADV

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Site Address:

HSBC Bank plc
41 High Street
Swadlincote
DE11 8JE

1.0 INTRODUCTION

1.01 The proposals can readily be broken-down into the following components which form the content of this application:

- (i) Rebrand the branch from HSBC to HSBC UK

2.0 PROPERTY DESCRIPTION

2.01 2 Storey building, situated on the busy High Street of Swadlincote. Tiled and painted ground floor façade with large floor to ceiling windows on the front elevation. Traditional Georgian style first floor elevation with red brick and timber sash windows. The site holds some architectural merit, considering its location within a conservation area.

3.0 SIGNIFICANCE OF HERITAGE ASSET

3.01 The architectural & historical interest of this building is significant, considering its location. The site is a significant asset to the surrounding area as it holds a prominent presence upon the High Street. The site is not listed but is sited within a conservation area, further emphasising its architectural merit.

4.0 CONTRIBUTION OF ITS SETTING TO THAT SIGNIFICANCE

4.01 The architectural character and appearance is typical of buildings of this and earlier periods, signifying solidity and respectability relating to the building's use. Its location is of great significance to the buildings heritage, located within a busy commercial area and within the conservation area.

5.0 DESIGN CONCEPT

5.01 The bank is currently undertaking a national programme whereby they are rebranding to HSBC UK. Therefore, branches nationwide will receive updated signage. It should be noted that this programme looks to solely replace existing signage for the equivalent with the new brand, no extra signage is to be installed. All signage that is proposed to be replaced will be done so on a 'like for like' basis, in terms of materials and illumination (if applicable).

6.0 IMPACT OF THE PROPOSALS ON THE SIGNIFICANCE

6.01 The works, as a whole, are to enforce HSBC's new retail image consistently across its branches nationwide. We believe the proposed works will respect the buildings original features and will not have a negative impact on the building or the surrounding area.