

HSBC BANK PLC

**HSBC Branch
26 Broad Street
Reading
RG1 2BU**

Heritage Statement

16/033/0063/222/HS

July 2017

Contact Details:

Applicant

HSBC Holdings plc
30th Floor
8. Canada Square
London
E14 5HQ

Agent

A & Q Partnership (London) Ltd
The Lux Building
2-4 Hoxton Square
London
N1 6NU
Tel: 02076132244
Tony Quinton
07967 83070

Proposal

The removal of Bank's over use of Brand, to reduce down to 3 HSBC UK letter's and Logo's as indicated on Proposed drawings Reading 16033 0063 PA 04 Proposed Side Elevation Rev B and Reading 16033 0063 PA 05 Proposed Front Elevation Rev B.

Replace all white aluminum fascia panel's to cover old fixings and signage to maintain a clean and tidy condition of the exterior of the HSBC UK branch.

Coordinates

Latitude: 51.4566 / 51°27'23"N

Longitude: -0.9719 / 0°58'18"W

OS Eastings: 471526

OS Northings: 173571

OS Grid: SU715735

Mapcode National: GBR QLF.S8

Mapcode Global: VHDWT.3NJ7

Entry Name: 1-31, QUEEN VICTORIA STREET (See details for further address information)

Listing Date: 14 December 1978

Last Amended: 1 August 1979

Grade: II

Source: Historic England

Source ID: 1113564

English Heritage Legacy ID: 39134

Location: Reading, RG1

County: Reading

Locality: Abbey

Traditional County: Berkshire

Lieutenancy Area (Ceremonial County): Berkshire

Church of England Parish: Reading St Mary the Virgin Church of England Diocese: Oxford

Including Nos 148 and 149 Friar Street and Nos 24 to 28 and 35 to 37 (consec)
Broad Street. A circa 1894 commercial street with returns to Broad and Friar
Streets. Probably by Joseph Morris. Dutch gabled free Baroque style. 3 1/2
storeys, yellow brick and terracotta with dividing Ionic pilasters. Dentil
cornice. Pilasters to dormers, broken pediments above. An elongated pattern
of shallow bays to 1st and 2nd floors 4:2:1:1:1:1:3. Mullion and transom window
to bays, sashes with architraves (and pediments on 1st floor) to rest. Modern
shopfronts, retaining cornice to fascia and scroll brackets to pilasters, only
one shop retains prewar shopfront. Large returns to Broad Street. The return
to east (No 28 Broad Street) supported by No 26 (dated 1894, grey brick with
red terracotta dressings) and by No 24 (an early C20 Bank with -large shaped
pediment doorway on corner to Cross Street; red brick with stone dressings
and stone fret patterns to gables).