



## City of London – Blue Plaque Scheme

CAI application review

Application No: 1001

<b>Applicant</b>	ScottWhitbyStudio on behalf of the City of London
<b>Subject:</b>	C. Hoare Bank Historical Location
<b>Summary of subject(s) and their historical significance:</b>	<p>C. Hoare &amp; Co is a British private bank founded in 1672 by Sir Richard Hoare. It is the oldest privately-owned bank in the United Kingdom and reputedly the fifth oldest in the world.</p> <p>In 1672, upon completing his apprenticeship, Sir Richard Hoare was made a Freeman of the Worshipful Company of Goldsmiths which marks the start of his trading as a Goldsmith-Banker on Cheapside. At that time there were no numbers to address buildings and so the bank was recognised by sign of the Golden Bottle. This corresponds to today's area of Cheapside by the junction with New Change. This space has developed over the last 300 years and is now the location of a public space called the "Sunken Garden" in the City.</p> <p>As part of the redevelopment of this public space, the proposed new landscape design aims to focus on enhancing the environmental benefits of the site while celebrating its history. Historic interpretation elements of the design include the commemoration of the historic location of C Hoare &amp; Co as one of the first independent banks in the London, and the oldest in the United Kingdom. It is proposed to achieve this through a City of London Blue Plaque which will be placed on an upstand made from granite reclaimed from the Thames River Wall. A replica brass sign of the Golden Bottle will also be included on the site which will be placed in the floor in a Purbeck paving stone (please see artist's impressions of the proposed Blue Plaque in appendix 1 and a proposed location for installation in appendix 2).</p>
<b>Full address of location</b>	Junction of New Change and Cheapside, London, EC2V 6ET
<b>Historical connection to the address:</b>	C. Hoare & Co is a British private bank founded in 1672 by Sir Richard Hoare. It is the oldest privately-owned bank in the United Kingdom and reputedly the fifth oldest in the world.
<b>Manufacturing and installation costs</b>	To be met by Greening Cheapside Phase 1B – Sunken Garden's project budget.
<b>LMA confirmation that the information is correct</b>	Application information has been sent to the LMA in October and verification is pending. C. Hoare & Co have their history available on their website - <a href="https://www.hoaresbank.co.uk/350years">https://www.hoaresbank.co.uk/350years</a>
<b>Listed Building Consent</b>	Is not required as the Blue Plaque is proposed to be installed on City of London Highways land.

## Appendix 1: artist impressions of the proposed Blue Plaque

Option 1



Option 2





**Appendix 2: Original C. Hoare & Co Bank building in relation to the existing Sunken Garden**







**At the sign of the golden bottle**



**Proposed location for the new plaque in the new public space:**



Arrangement Drawing of re-landscaping proposals  
of the Sunken Garden on Cheapside

