

Statement of Heritage Impact for

35 Great Queen Street, London WC2B 5AA

TQ3081SW GREAT QUEEN STREET 798-1/105/677 (North West side) 24/10/51 Nos.33, 34 AND 35

GV II*

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For: Shoryu Ramen Ltd

35 Great Queen Street forms a terrace of 3 houses, c1710. Exterior is brown brick with red brick cornices below parapet. Moulded brick band at 2nd floor. Red brick dressing arches to flush frame windows. Shopfront is late 20th Century.

Present signage doesn't fit with the proportions, or the material, of the building.



Existing signage with 5 lights above

Building would benefit from the removal of the existing Powder coated box with oversized pin mounted letters and reduction of projecting lights from 5 down to 3.

Black painted timber fascia panel with smaller gold pin mounted letter would be more suitable.

This would enhance the heritage significance of the whole conservation area for the following reasons:

Most of the recently developed shopfront signs on this side of the street have been in black colour with contrasting letters.



Great Queen Street Restaurant have black background fascia board with gold sign externally illuminated.



Charles Worthington - black background signage with white pin mounted letters



Bloomsbury Flowers – black background signage board with white letters

35 Great Queen Street proposed signage will blend in with the rest of the smart properties on the street as well as maintain individuality:



Proposed signage in relation to its surroundings