**Heritage Statement**

**APPLICANT: RUSH HAIR LTD**

**PREMISES:**

**The premises are part of an impressive grade II listed building façade which is amongst a host of Victorian designed premises dating back to the eighteenth and nineteenth century, surrounding the major landmark of Bloomsbury Square Gardens**

**PROPOSED WORKS: The installation of an internally mounted non illuminated company logo - ‘RUSH’, details as per the attached drawing.**

**EXISTING SHOPFRONT:**

**The current shopfront is a fully glazed patch plate fitted frameless shopfront**

**PROPOSED SHOPFRONT: No Changes are proposed,but**

**It is considered that the new signage will**

**1.Improve the overall design of the building**

**2.Integrate the ground floor with the first and second floors**

**3 Achieve a sympathetic line detail, by following the lines above the frontage**

**4.Make a positive contribution to the overall street scene ,maintaining a flat fascia more in keeping with the original design lines and design principles.**

**5. Achieve the restoration of the architectural link between the ground and upper floors**

**SUBMITTED BY RUSH HAIR LTD November 22 nd 2016**