**Heritage Statement (rev A)**

**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.together with an internal stylish fit-out of the two floors, making the best use of the ceiling height,typical of Victorian buildings within the conservation zone.**

**EXISTING PREMISES:**

**The current shopfront is a fully glazed patch plate fitted frameless shopfront,whilst the interior ,prior to the refit, had internal walls of a breeze block construction, erected solely to divide the interior into suitably sized areas for letting puRposes.**

**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**

**INTERNAL FIT-OUT**

**The fit-out of the two floors has made the best use of the internal height,utilizing a feature Victorian style 32 arm Crystal chandelier, to provide full height lighting emphasizing the main feature of the building, drawing both floors as joint feature, giving an over-all effect of Victorian opulence and splendor, rekindling the previously lost grandeur of the high vaulted interior. At the same time it achieves an eye-catching breathtaking view from the outside of the premises, showing prospective customers a high class view , inviting them inside to share in the luxury and revived splendor of the building, as can be seen from the attached photography.**

**SUBMITTED BY RUSH HAIR LTD February 1st 2017**