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HERITAGE STATEMENT

216 SHAFTESBURY AVENUE LONDON WC2H 8EG

1. The property is within the Holborn & Covent Garden Ward
2. The property is classified as a Grade II Listed Building. List Entry No. 1245859.
3. The ground floor shop unit is located within Sovereign House Nos.210-226 (Even) on the east side of Shaftesbury Avenue. The shops with offices over, date from 1902-8 and are grade II listed. The building consists of terracotta dressings and decorations, slate roofs with high stacks dressed in terracotta including 3- storey oriels and is considered to make a positive contribution to the Bloomsbury Conservation Area of which it forms a part.
4. The proposal seeks consent to brand the shopfront while preserving the heritage asset.
5. The existing '*Flight Centre*' sign was previously fixed directly to the terracotta shopfront architrave. Restoration work will be beneficial to the architrave to remove and make good the fixing point.
6. The proposed shopfront background and the proposed awning will be located directly underneath the architrave keep intact the existing terracotta shopfront. This proposal preserve and completely safeguard the fluted Roman Doric engaged columns with dentil cornice.
7. The proposed fascia sign fixed on the aluminium powder coated background includes a halo illuminated feature light to give a very pale light glow.
8. The existing protruding sign will also be removed. Fixing details to the terracotta to be made good and terracotta tile restored and preserved.
9. A new cast iron hanging protruding sign to be installed and fixed on the fascia background to avoid any additional unnecessary damage to the shopfront.
10. The new handing timber sign will not be illuminated.
11. The shopfronts largely renewed. The timber frame to be sanded down and restored. No alterations to be made to the existing shopfront window.