

08/09/2017

## 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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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 with recent alteration completed in 2016.

Present externally illuminated signage should be centrally positioned to create a better relationship with the existing restaurant door.



Previous signage with 5 lights above

Existing signage with three lights above

The shopfront would benefit from having the gold sign centrally positioned and better illuminated.

The existing fascia board would stay black painted timber with white and gold sign written letters.

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

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Most of the recently developed shopfront signs on this side of the street have had their signage centrally positioned, whilst most canvas canopies have had valance installed.



Great Queen Street Restaurant with centrally positioned sign, canvas canopy with valance.



Charles Worthington – centrally positioned signage. Canvas canopy with branded valance.

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