

## Heritage Statement

**Application:** PP-07426203  
**Site:** Chicken Shop, 202 High Holborn, London, WC1V 7BD  
**Client:** Quentin Restaurants  
**Agent:** John Anthony Signs

Our client, Quentin Restaurants have employed John Anthony Signs to produce and install external signage for their existing site (Chicken Shop, 202 High Holborn, London, WC1V 7BD).

### Proposed development

The proposed external signage is to be manufactured as follows:

- Neon letters – 10mm faux neon white letters on flat 3mm aluminium finished blue mounted behind glass on clear acrylic panel.
- Projecting sign – Flat 3mm aluminium panel with vinyl logo on both sides, externally illuminated via trough lighting.

The proposal will provide an attractive co-ordinated display, which complements the building. It will have a neutral impact upon the setting of the listed building and the character and appearance of the surrounding area.

### History of the building

Factory and showroom, now an office block with later shop. c1870. By WJ Trehearne. For George Kent. Stucco. Italianate Renaissance block of 5 storeys. 1st and 2nd floor 12 windows, 3rd & 4th floor 18 windows. Ground floor with attached Corinthian columns carrying entablature carried up as open pediments over arched entrances to left and right. To far right goods entrance to Dragon Yard. C20 shopfront between columns. 1st and 2nd floor windows arched with pilasters carrying archivolt; 3rd floor with drip moulds articulated with lion-head masks. Secondary cornices at 2nd and 3rd floor levels. Projecting cornice.

### Summary

In summary, the proposed external signage will be of a high quality and sensitive nature, ensuring that the proposal will be sympathetic to the character and appearance of the listed building and would improve the external appearance of its façade.