

Design, Access and Heritage Statement
for
White Stuff
40-42 Monnow Street
Monmouth
NP25 3EN

Proposed Use of the Development:

The existing building is a Grade II Listed Building and is a retail premises located in Monnow Street in Monmouth. The proposed use continues to be retail.

The area is predominantly retail, restaurants and cafes, therefore the proposed development will complement the character of the area and be in line with National Policy Guidance. The site is within a Conservation Area.

Alterations:

The building was refurbished by the Landlord to divide the premises and create two separate entrances within the front entrance lobby. The new proposal is to repaint the exterior fascia panels and shopfronts between the shopfront pilasters. The fascia will also have new lettering applied and an existing hanging sign installed above the fascia will be replaced. It is proposed to repaint the modern timber shopfront sections in White Stuff's new brand colour to add visual interest to the street.

Listed Building Consent is sought for the alterations.

Amount:

Externally the shopfront has already been repaired and redecorated by the Landlord. White Stuff are rebranding all their shopfronts and signage.

Existing fascia sign letters will be replaced within the existing fascia section and above the front door and the existing hanging sign will be replaced. There is no work internally.

Retail floor area is 126m²

Ancillary floor area is 29m²

Layout:

There is no change to the existing layout of sales floor at one level on the ground floor with the fitting rooms to the rear. Stockroom and staffroom are located on the first floor.

Scale:

The scale of the site will remain as existing.

Landscaping:

The current building occupies the whole site. There is no intention to alter this layout.

Appearance:

The front elevation of the building dates from 1724 and gives the appearance of one building. The exterior has been renovated already and the three shopfront inserts painted a neutral colour. It is proposed that all three shopfronts are redecorated the new dark blue colour to still retain the appearance of one building. The fascia signage signifies that there are two occupiers. See drawing number WSMON2-GA502 for the shopfront proposal. The fascia boards will be repainted, have new signage letters applied and a replacement hanging sign will be fixed on the existing bracket.

Décor:

External masonry décor remains as existing.