

**Heritage Statement
for
White Stuff
40-42 Monnow Street
Monmouth
NP25 3EN**



Site and setting:

Monmouth is a market town in Wales within a Conservation Area with a history dating back to before the 11th century.

40-44 Monnow Street was built as a block in 1724. The exterior of the building would appear to be the original structure with the interior substantially remodelled around the 1980s. The building was redeveloped to create two individual retail units retaining the pilaster and shop windows. White Stuff currently occupies one half of the building with Caffe Nero in the other half.

AMD Interior Architecture, 159 Mortlake Road, Kew, TW9 4AW, contact@amdgb.com

Significance of Asset

40-44 Monnow Street is a Grade II Listed Building.

List Entry Summary

Formerly Lloyds Bank
List Entry Number 1373738
Location: 40, 42, 44 Monnow Street
County: Monmouth (Trefynwy)
District: Monmouth
National Park: N/A
Grade: II
Date first listed: 27 June 1952

List Entry Description

Details

1. OS Eastings 350663
2. OS Northings 212727
3. OS Grid S0506127

Grade II Listed

Early 18th C. Dated 1724 (plaque) altered in late C20. Pitched Tile Roof with three dormer windows , painted and rendered walls with 6 painted timber sash windows and frame. Two modern door cases with pilasters and simple heads. Matching timber shopfront window frames with stallrisers, painted.

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Description of proposed work:

Internal:

- Redecorate existing walls and ceilings

External:

- Repaint the fascia band between pilasters in dark blue
- Redecorate the shopfront's window frames between the pilasters
- Fit new White Stuff logos and shop number to front elevations
- Fit new hanging sign to existing signage bracket

Assessment of Impact:

There is no change to the current building structure.

There is no change to the interior. The design aims to refresh the outside decoration of the building and complement the existing architecture.

There is no material change to the existing building.

Justification:

The reason for the application is that White Stuff has a new brand identity with a new shopfront colour and signage. This is being rolled out nationally.