



02/24120/AR

4th December 2024

To Accompany Planning Application for The Crown, 43 Monmouth Street, Seven Dials, Camden, London WC2H 9EW

HERITAGE STATEMENT & DESIGN AND ACCESS STATEMENT TO ACCOMPANY PLANNING APPLICATION.

Introduction

This statement is submitted in support of a planning application for external and internal works at The Crown, a Grade II listed public house located at 43 Monmouth Street, Seven Dials, Camden. The proposals are fully illustrated on the scaled application drawings and described herein, aligning with the requirements of The Town and Country Planning (General Permitted Development etc.) (England) (Amendment) Order 2023.

The works include internal redecoration, amendments to the bar area, and the introduction of new fixed seating, alongside external decoration and enhancements to signage and lighting. The proposed works are designed to preserve the building's heritage significance while improving its functionality and ensuring its continued viable use.

1. Use and Location

The Crown is a historic public house located at the heart of Seven Dials, a vibrant and historically significant area within Camden. The building, dating from the 18th century, is Grade II listed and sits within the Seven Dials Conservation Area. It occupies a prominent corner plot on Monmouth Street, contributing to the unique charm and historical character of the area.

The site has a longstanding history of use as a public house and continues to serve as a key destination for locals and visitors alike. The proposals respect this enduring use and seek to enhance the building's role as a social and cultural hub while preserving its architectural integrity.

2. Historical Background and Context

Seven Dials is an area of exceptional historic and architectural interest, originally laid out by Thomas Neale in the late 17th century as a fashionable residential district. The Crown is one of several historic buildings that reflect the area's transformation over time, serving as a reminder of its rich heritage.

The building itself, with its distinctive corner position and period features, is characteristic of the Georgian architecture prevalent in the area. Its listing description highlights its architectural merit, including its original sash windows, brick facades, and timber-framed

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interiors. The Crown has served the local community and visitors for centuries, contributing to the area's reputation as a centre for hospitality and leisure.

3. Proposals

External Works

- Redecoration of the building's upper facade in line with the agreed external colour scheme – see separate advertisement consent application for further details.
- Overhaul of existing signage, including removal, refurbishment, and reinstallation of fascia signs with new Greene King headers all by separate signage contractor – see separate advertisement consent application for further details.
- Replacement of all external light fittings to ensure uniformity and functionality, including the reinstatement of a high-level cannon light.
- Installation of two café barriers at the front of the premises (subject to pavement license extension).

Internal Works

- Refurbishment of existing furniture and installation of new fully upholstered fixed seating in the rear bar area.
- Retention of existing lighting positions, with the addition of new pendant fittings in two windows and upgrades to the dimmer pack.
- Modifications to the front and back bar areas, including installation of a new section of bar front, replacement of bar tops, and minor repairs.
- Installation of illuminated bottle steps, timber cladding, and veneered shelving in the back bar area.
- Reuse of relevant artwork and introduction of complementary new pieces.
- Repairs to and reinstatement of features such as the high-level clock.
- Full redecoration in a light, sympathetic colour scheme to enhance the building's period features.
- Replacement of ironmongery as needed to ensure consistency in trade areas.

4. Design, Layout, and Scale

The works have been carefully designed to preserve and enhance the building's historic character. Externally, the focus is on improving signage and lighting to maintain the pub's traditional aesthetic while ensuring compliance with modern standards. Internally, the proposals enhance functionality and visual appeal while retaining period features and respecting the building's original layout.

The scale of the works is proportionate to the building and its continued use as a public house. The sensitive selection of materials and finishes ensures that new interventions blend seamlessly with the existing fabric.



5. Significance of the Building

The Crown is a valuable asset to the Seven Dials Conservation Area and holds significant heritage value as a Grade II listed building. Its longstanding role as a public house reflects the social and cultural history of the area, and its architectural features contribute to the distinctive character of Monmouth Street.

The building's retention as a public house is vital to maintaining its historic and cultural significance. The proposals respect its heritage value while addressing the practical needs of a modern hospitality venue, ensuring its continued contribution to the local community and economy.

6. Access and Landscaping

The proposals do not include any alterations to access arrangements or landscaping. The building will remain fully accessible to staff and customers, with existing layouts and pathways preserved.

7. Conclusion

The Crown, located in Seven Dials, Camden, holds significant historical and architectural importance, both locally and within a broader cultural context. As a Grade II listed building, it is an enduring example of London's rich pub heritage, contributing to the character and vibrancy of the Seven Dials area. Its continued feasible and sustainable use as a public house is vital for preserving its historical significance and ensuring it remains an integral part of this iconic neighbourhood.

The building has retained its use as a public house throughout its history, serving as a focal point for social gatherings and community interaction. The proposals outlined in this application have been thoughtfully developed to respect the building's heritage and architectural integrity while enhancing its functionality and atmosphere for modern use. By improving the internal layout and facilities, as well as addressing necessary external repairs and enhancements, the works aim to preserve the building's character while ensuring its long-term viability as a thriving hospitality venue.

The proposals reflect the evolving needs of patrons and operators, enabling The Crown to remain competitive in the contemporary hospitality industry while safeguarding its legacy as a cherished local landmark. By sensitively balancing heritage preservation with practical improvements, the works ensure that The Crown retains its historical and architectural significance and continues to thrive as a key contributor to the cultural and social fabric of Camden and the wider Seven Dials community.