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design by...

HERITAGE STATEMENT

We are attaching this heritage statement in reference to our listed building consent application form as the property is located in Seven Dials (Covent Garden) on 57-59 Monmouth Street.

Our proposed development involves no alteration to the frontage apart from the colour change. We propose changing the colour of the shop front, attaching our logo with metal lettering, painting the number of the property and adding a small brand flag. Our purpose of this development is to ensure that the store front is coherent to and respects our brand identity and visual image.

For the colour of the frontage, our proposed colour is black (RAL 8022) which has been accepted by our landlord. Regarding the logo, this will be attached to the fascia and will be made of metal (in metallic lettering) with a maximum height of 16cm. The number of the property (57-59), however, will simply be painted onto the fascia without any attached lettering. As for the advertisement flag, this will be a maximum height of 80cm and will be attached to the fascia.

We can confirm that there will be no alterations or changes to the structure of the building, and will therefore cause no impact to the listed building itself and to any adjacent listed buildings.

All expertise consulted in the formulation of our listed building application has been done through Camden Council planning representatives.

David Leslie Freche

