



10th January, 2025
London, UK

Camden Planning Department
London Borough of Camden 2nd Floor,
5 Pancras Square c/o Town Hall, Judd Street
London
WC1H 9JE

DESIGN AND ACCESS STATEMENT

41 Whitfield Street, London, W1T 2AJ

1. PROPOSAL:

Complete rehabilitation of the architectural and structural elements in the building, including new additional decorative components in the main elevation to assist the new museum shop, tea shop and theme accommodation.

2. ASSESSMENT:

The project involves a complete rehabilitation of the architectural and structural elements of the building. This includes the addition of new decorative features on the main elevation to support the establishment of a museum shop, a tea shop, and themed accommodation. The proposed development aims to create a multifaceted establishment that integrates these components, enhancing the cultural and economic vitality of the area while preserving the heritage and character of the existing structure.

This application focuses on restoring the building to its former glory through careful refurbishment of its existing elements. The proposal includes adding decorative features to the main elevation that will complement the building's new purpose, located at N.41 southwest of the Whitfield Street and Charlotte Street conservation area.

Currently, there are no records related to this application.

INTENTIONS:

Tea Shop:

A welcoming tea shop on the ground floor, providing a variety of high-quality teas and light refreshments.

The interior design will feature vintage décor, reflecting the historical essence of the building. Outdoor seating will be available, allowing visitors to enjoy the surroundings.



Interactive Museum:

The museum will occupy a portion of the basement and first floor, showcasing local history and heritage.

Exhibits will include artefacts, photographs, and interactive displays and presentations to engage visitors of all ages.

The museum will also host temporary exhibitions and educational workshops.

Accommodation:

The upper floors will be a thematic comfortable and stylish accommodation for visitors.

Rooms will be designed to offer a cosy and unique experience, blending vintage amenities with period features.

The accommodation will cater to tourists, providing a convenient and immersive stay.

Design and Materials:

The design will retain and enhance the building's original features, including its façade and architectural details.

Like-for-like and matching materials will be used to match the period and style.

Community Impact:

The project will create local employment opportunities and attract tourists, boosting the local economy.

The tea shop and museum will serve as community landmark, hosting events and activities that foster social interaction and cultural appreciation.

Building work

While the structure is generally safe, time has taken its toll, particularly on the roof, which was refurbished decades ago and is now in need of another refurbishment. The existing roof does not provide access to the top of the building for maintenance and repairs, making emergency fix-ups more complicated than necessary. Therefore, the proposed alterations are essential to address this issue and improve the building's overall functionality.

The building has undergone several refurbishments. Fortunately, the front elevation retains most of its original features and shapes. Some architectural elements, such as the original windows and cast-iron gutters, still need to be restored. Rotten windows, PVC gutters, and broken pipes have been replaced with more appropriate materials. This careful restoration process ensures that the building's original charm is preserved.

Consideration has been given to the architectural highlights and essential characteristics of the area. Most surrounding buildings are in good condition and date from the same period.

As this proposal seeks consent for external alterations only, the design and details will comply with the recommendations of the local plan, supplementary planning guidance, and the local development framework. The scheme fully adheres to the national planning policy framework and the council's policies, ensuring its legitimacy and compliance with regulations.

3. USE AND LAYOUT:

The Building is empty. **The proposed use is Sui Generis.**



4. DESIGN:

Please see Art and Design Statement.

5. SCALE:

The scale and details of the new additions will be subordinate to the existing building. The proposal is wholly within the land belonging to 41 Whitfield St. The sitting is determined by the site.

6. APPEARANCE:

Like-for-like and matching materials for all parts. Only new material will be used for the decoration in the main elevation.

7. ACCESS:

The primary access to the ground floor remains unchanged. The vertical circulation remains unchanged giving access to all the floors and established as shown in plans and elevations.

8. IMPACT:

The privacy of neighbouring properties at the back remains intact: The proposal has been carefully crafted to ensure it does not interfere with privacy and does not encroach on any neighbouring property.

9. EVALUATION:

This project aims to create a unique and vibrant destination that celebrates local heritage while offering distinctive experiences and amenities. It will positively contribute to the community and the surrounding area, making it a valuable addition to the local landscape. The proposal has been designed with careful attention to the area's architectural style, form, and features. The proposed design elements are intended to minimize external impact, ensuring a harmonious blend with the existing building. The minimal exterior changes to the main elevation are viewed as positive enhancements that will enhance the property's overall appeal. This restoration will restore the building to its former glory.



10. Aerial View:

1. Bird's eye



Megaplan, 2025