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London, UK

Camden Planning Department  
London Borough of Camden 2nd Floor,  
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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.

#### **3. HERITAGE APPRAISAL:**

41 Whitfield Street, a building of significant historical importance, is a unique piece of architectural history that resides in the esteemed Charlotte Street Conservation Area. The building, built of brown brick and now beige painted, with casement windows, a front shop, and a door made entirely of wood, is a testament to the rich architectural heritage of the area. The parapet conceals a low-pitched roof; it is revered as a Positive Contributor and boasts a Shopfront of Merit. The building's southern boundary wall is shared with the Pollocks Toy Museum, a Grade



It structure listed on the National Heritage List for England (No. 1245857). The site is nestled between Scala and Tottenham Streets, a rare pocket of earlier Georgian/Victorian Development. The street's charm is derived from its relatively narrow width and the taller development's continuous frontages. Whitfield Street, while predominantly of later 20th-century development, holds a unique place in architectural history.

The property, with its striking resemblance to the neighbouring The Hope Fitzrovia Public House on the corner of Tottenham Street, features a painted brick façade with arched heads to the joinery and a scalloped swag frieze below the string course between the second and third-floor levels. The existing roof form, a pitched gable, is mainly obscured behind the southern chimney stack and parapet line, providing a continuous line across the subject property and the pub corner Pub building.

Main elements featuring at N.41 are:

- Victorian shop front
- Parapet
- Casement windows
- Pediments above openings on the first floor and second floors
- Wooden doors and windows
- Pronounced cornices
- Painted bricks
- Five-panel front door

The front, rear and party walls are the primary structure. The internal structure is almost entirely made of wood, with timber partitions sitting on timber floors and timber staircase cantilevered from the brick party walls. The structure was conceived as several elements acting tied together. Removal of one component can cause damage to the structure.

The architectural highlights and the essential characteristics of the area have been taken into consideration. The surrounding buildings are Georgian and Victorian style in good condition. The historic environment is critical to the conservation area.

The Local Plan for the London Borough of Camden comprises the Local Plan Adoption Section 7, which deals with design and heritage.

Policy D1 Design, a pivotal force in our development strategies, mandates that development (amongst others) adhere to specific criteria:

Under the heading "Building services equipment", paragraph 7.34 of the Local Plan states that building services equipment, such as air cooling, heating, ventilation and extraction systems, mechanical equipment, as well as fire escapes, ancillary plant and ducting, should be contained within the envelope of a building, or be located in a visually inconspicuous position (such as on the roof, or at the rear of the building where it is less visible).

The proposed works respects the building's heritage and the historic character of conservation area. The scheme complies with the provisions of the NPPF and the policies of Camden Council.



### 3. CONCLUSION:

The proposed changes, as outlined in the plans, fully comply with local heritage policies. These modifications will have a minimal impact on the streetscape. By preserving the continuous parapet line and the chimney stacks, we ensure that the character and appearance of the Charlotte Street Conservation Area, as well as the setting of the neighbouring listed building, remain intact. This commitment to preservation forms a strong basis for supporting the proposed works, reinforcing the project's legitimacy and adherence to local heritage guidelines.

#### Site Photos

##### 1. Existing front



Megaplan, 2025