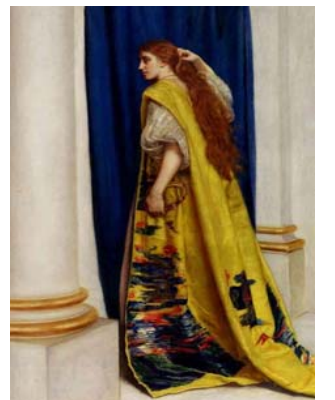




44-46 WHITFIELD STREET,  
LONDON, W1

DESIGN  
AND  
ACCESS STATEMENT



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Esther (John Millais)

## PURPOSE

The purpose of this document is to catalogue the process from taking the Brief and assessing the site through to evaluating design potential with the Local Authority Planning Officers to proposals for a Planning Application.

## SCOPE

### The statement:

- assesses the site and context
- considers the constraints and opportunities
- describes the design evolution and visual impact of proposals
- outlines the involvement of others in the process
- addresses accessibility of the proposals

## INVOLVEMENT

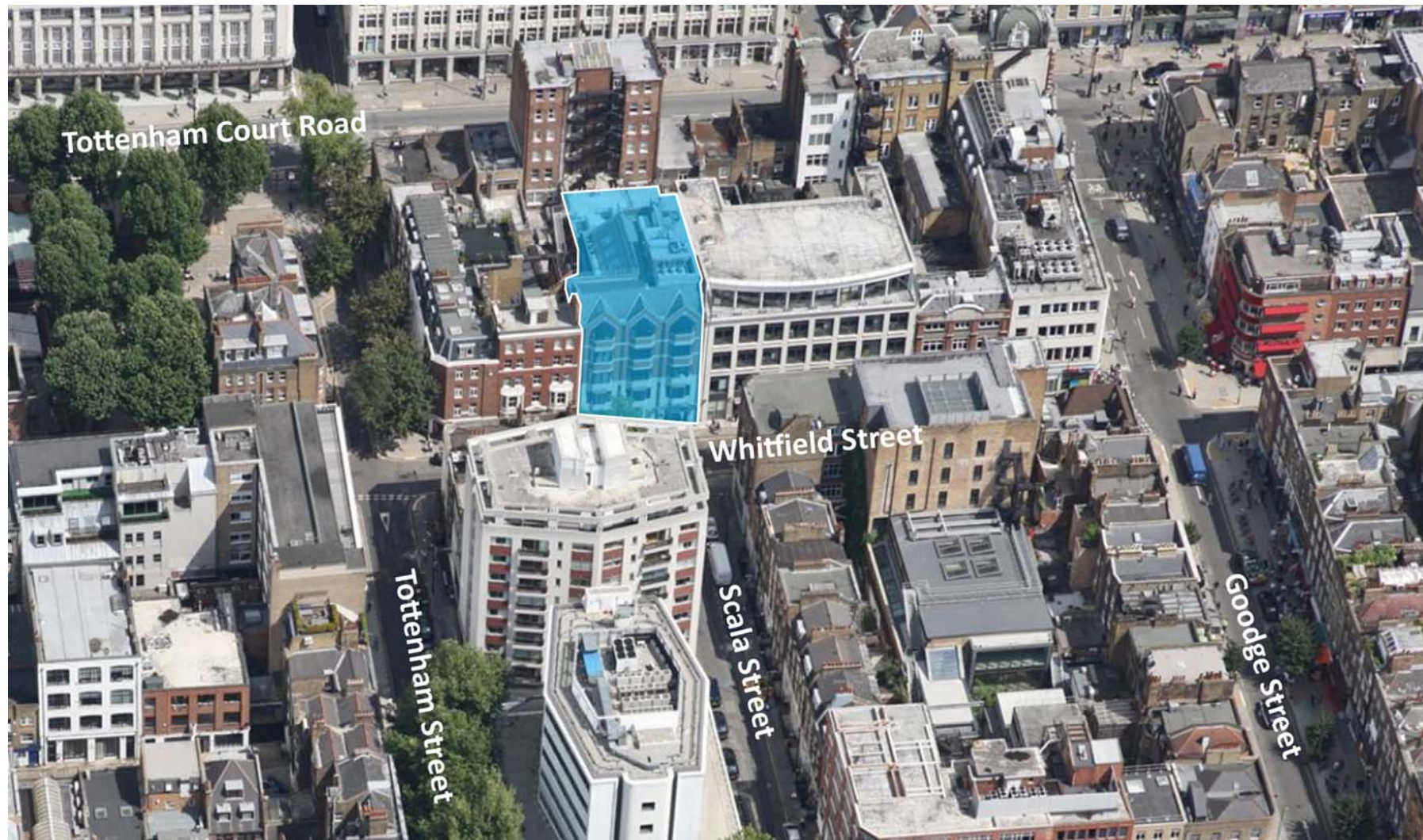
One pre-application submission has been made prior to the full submission followed by a meeting with a Planning Officer and further comments by the Design Officer.  
The scheme evolved through this process in response to comments and concerns.

## THE INITIAL BRIEF

Develop proposals for a refurbishment and update of the existing office building through an effective approach to layouts, façade and volume.

### The design should:

- Create high quality office accommodation
- Contribute positively to the Conservation Area
- Introduce amenity space where possible
- Realise the potential for roof level accommodation
- Minimise the impact of building services and plant
- Respond to the sustainability agenda



Aerial View



Charlotte Street Conservation Area

## LOCATION FITZROVIA

The site is located on Whitfield Street in the Charlotte Street Conservation Area in Fitzrovia and is part of a block bound by Goodge Street, Tottenham Court Road and Tottenham Street. The building is not listed, and is not considered as a positive contributor in its existing form.

Fitzrovia holds a legacy of Georgian, Victorian and twentieth-century architecture. Whitfield Street is one of the quiet commercial streets of the area that are “characterised by a greater proportion of 20th century development and a predominance of larger scale plots and buildings with relatively few surviving buildings from the Georgian period. The nature of the uses and limited levels of traffic make these streets quieter and less populated than other streets in the conservation area. They have a strong sense of enclosure deriving from the relatively narrow street width, continuous frontages of generally four or five storeys in height and a largely consistent, strong parapet line.” (Quote from the Charlotte Street Conservation area appraisal)

Immediately next to and adjacent the site are the Percy buildings, Pollock’s Toy Museum and the restaurant Dabbous, and the contemporary office buildings of no. 40 Whitfield Street and 31-37 Whitfield Street. No. 60 Charlotte Street is dominating opposite Scala Street as an office/residential tower.



Whitfield Street Toy Museum No. 44-46 Dabbous Percy Buildings No. 40 No. 31-37

SITE PLAN & CONTEXT



A



B



C



D



## AN OFFICE IN FITZROVIA

Fitzrovia has always been a notable artistic and bohemian area, with an outstanding history of being ahead of its time in its artistic offerings.

Sass's academy, an important art school was founded in the early 19<sup>th</sup> century by Henry Sass in Charlotte Street. Many notable British artists amongst which there were John Millais (Esther), and Dante Gabriel Rossetti received early training here and developed the Pre-Raphaelite movement.

Fitzrovia became famous during the 1920s to the mid 1950s as a meeting place for artists, intellectuals and bohemians, including Dylan Thomas, Lawrence Durrell and George Orwell.

Later, it was home for bands such as Pink Floyd, Coldplay and many others.

Today, the area is populated by a rich mix of companies specialising in advertising, architecture and design. Around 10 per cent of all London galleries are now located in Fitzrovia.

The urban fabric has in recent years been added to by several high quality contemporary office buildings that raise the attractiveness of available work space, and reflect the historic richness of the area.

Our proposal seeks to show an artistic approach to the façade treatment to locate the building in the area. Sensitive extensions to the rear and into the roof space, in combination with a rationalised internal core layout achieve a maximised space arrangement. The new CAT A fit-out and the enhanced provision of natural daylight and new terrace spaces will create a contemporary media style office.

### PRINCIPLES

- Rationalise the core layout and extend the building in a space efficient and to a neighbour friendly extent avoiding impact on ROL, daylight/sunlight, overlooking and light spillage.
- Replace all services and concentrate in plant enclosure on the top floor, thus reducing material and noise clutter.
- Replace the front façade and reconfigure the main roof to a Mansard style roof to allow for an additional Fifth Floor office space.
- Create a new image with a carefully designed building front and media style CAT A office fit-out.





## THE EXISTING BUILDING

44-46 Whitfield Street, constructed in 1990, is an office building in the heart of Fitzrovia, located on the corner of Scala Street with a vista from Charlotte Street.

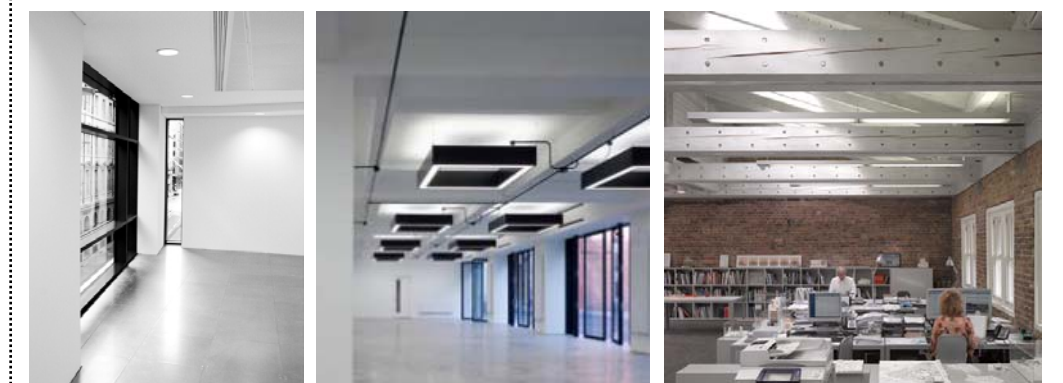
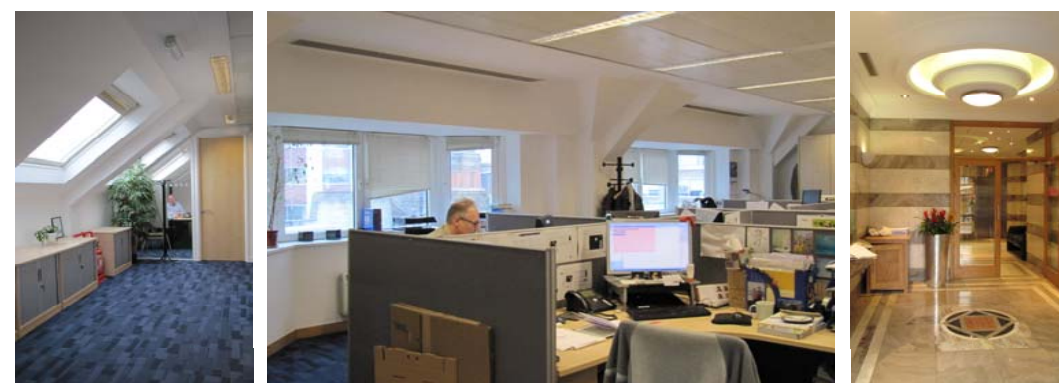
25 years on, the building design is dated and a major refurbishment required to bring it up to current building regulations and market standards.

## OPPORTUNITY

- Improve the internal layouts
- Upgrade the services
- Upgrade the external envelope to achieve higher energy efficiency
- Update the façade design with a contemporary approach



Existing Office Interiors



Reference Office Interiors

### 3.2 USE

The proposals are based on keeping the current use as offices.

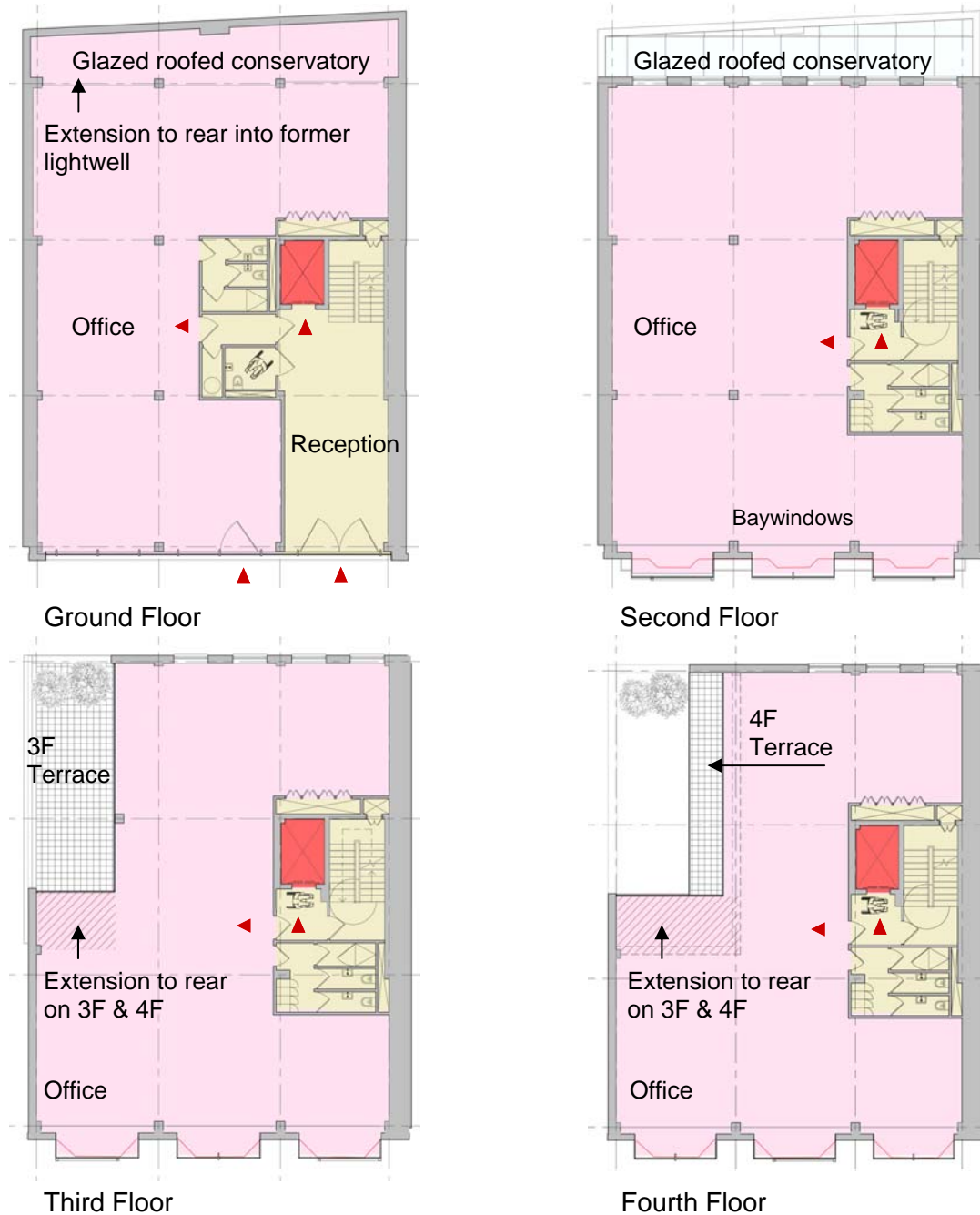
### 3.3 AMOUNT

The building currently comprises of Ground Floor office accommodation with four floors of office accommodation above. It is proposed to create additional office accommodation on the Fifth floor. All office floors will be installed as open-plan with services to allow for partitioning of single office spaces.

The areas of the schedule have been calculated in accordance with the RICS Code of Measuring Practice, 6th Edition, 2007 using the stated options NIA, GIA, GEA. They are approximate and relate to the likely areas of the building at the current state of the design.

Existing		Existing Office Areas				Proposed		Proposed Office Areas			
		GIA		GEA				GIA		GEA	
		m <sup>2</sup>	ft <sup>2</sup>	m <sup>2</sup>	ft <sup>2</sup>			m <sup>2</sup>	ft <sup>2</sup>	m <sup>2</sup>	ft <sup>2</sup>
<b>Ground</b>	<b>Total Office</b>	185		308		<b>Total Office</b>		196		308	
<b>First</b>	<b>Total Office</b>	213		279		<b>Total Office</b>		200		276	
<b>Second</b>	<b>Total Office</b>	216		282		<b>Total Office</b>		209		285	
<b>Third</b>	<b>Total Office</b>	181		245		<b>Total Office</b>		184		254	
<b>Fourth</b>	<b>Total Office</b>	164		228		<b>Total Office</b>		175		243	
<b>Roof</b>	<b>Total</b>	0		46		<b>Fifth Office</b>		76		138	
<b>TOTAL</b>		<b>959</b>		<b>1388</b>				<b>1040</b>		<b>1504</b>	





## LAYOUT PROPOSALS

We are proposing a rationalised internal core layout, that includes the required updated service risers, demised WC and shower per floor, with a wheelchair accessible WC off the Ground Floor reception. While the existing stair is to remain in place, an enlarged new lift is proposed to be installed.

### Single Stair Fire Escape

Our Approved Inspectors have confirmed a single stair fire escape is acceptable on this office building since no escape route to the protected lobby is longer than 18m. No fire fighting shaft required as top floor of building is not higher than 18m.

### Extensions

#### Ground Floor

An existing GF rear lightwell is proposed to be converted into internal space and a glazed roof to be installed over.

#### First to Fourth Floor

The front baywindows are to be replaced as per the proposed façade option.

#### Third/Fourth Floor

On the 3F and 4F a rear extension is proposed, and the existing flat roofs to be converted into roof terraces for use of the respective office spaces.

#### Fifth Floor

The reconfiguration of the main roof will allow for additional office space at Fifth Floor. A terrace is to be created on the Fourth floor extension, while the plant and core area is set back.

The steep sloped front roof is set back from the street façade behind a parapet. The roof windows are installed flush with the roof slope.

The Plant area is proposed to be increased to align with the existing lift shaft extent and will be shielded from view by a louvered screen, and the extended brick façade to the rear.

PROPOSALS TO REMOVE CLUTTER AND TIDY REAR SPACES

GF rear lightwell to be glazed over



Rear plantroom wall to be replaced and extended by matching brickwork



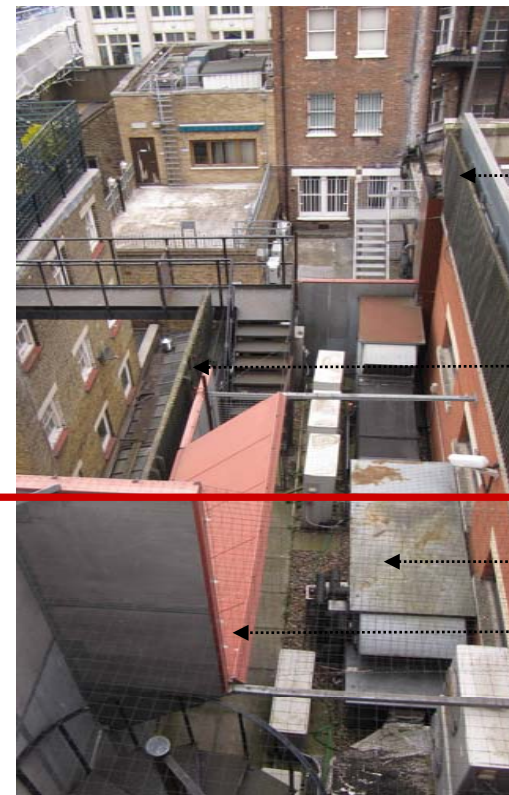
Existing roof to be replaced by mansard style roof



Remove redundant secondary escape



Roof to be lifted to create access to proposed Fourth Floor terrace



Line of proposed rear extension to 3rd and 4th floor

Screen to be replaced by translucent glass balustrade to Fourth Floor terrace

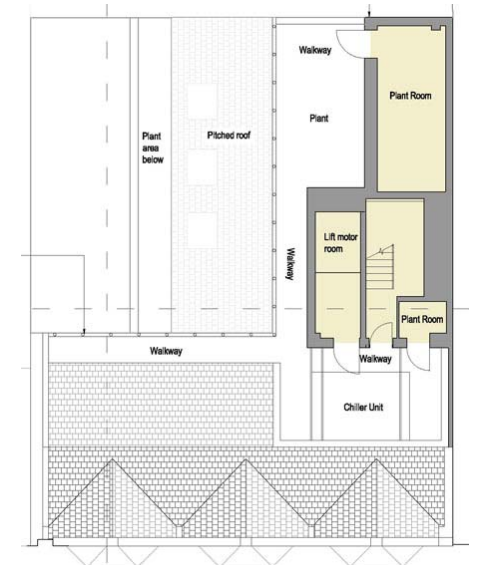
Screen to be removed and replaced by translucent glass screen

Plant to be removed

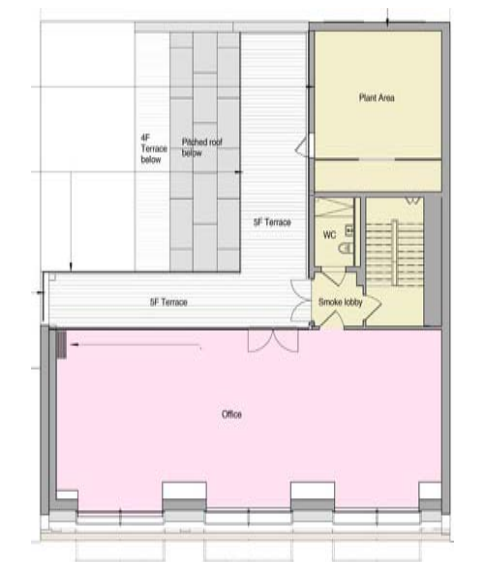
Shed roof to be removed

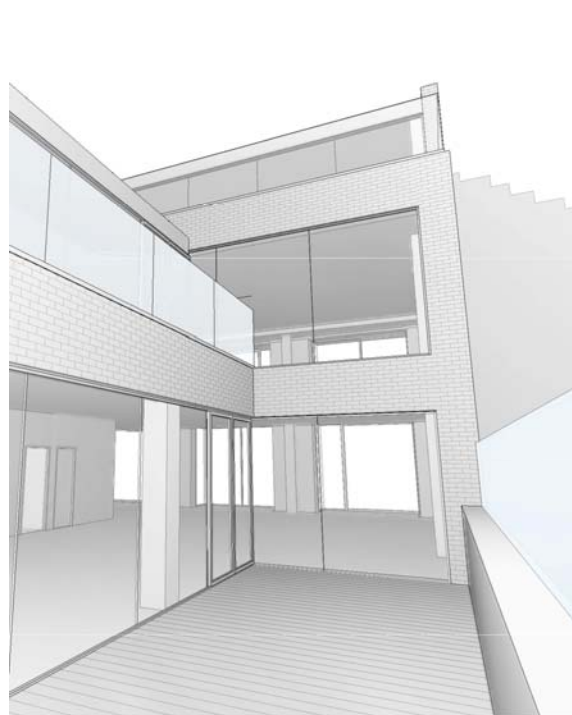
ROOF SCAPES

Fifth Floor—Existing

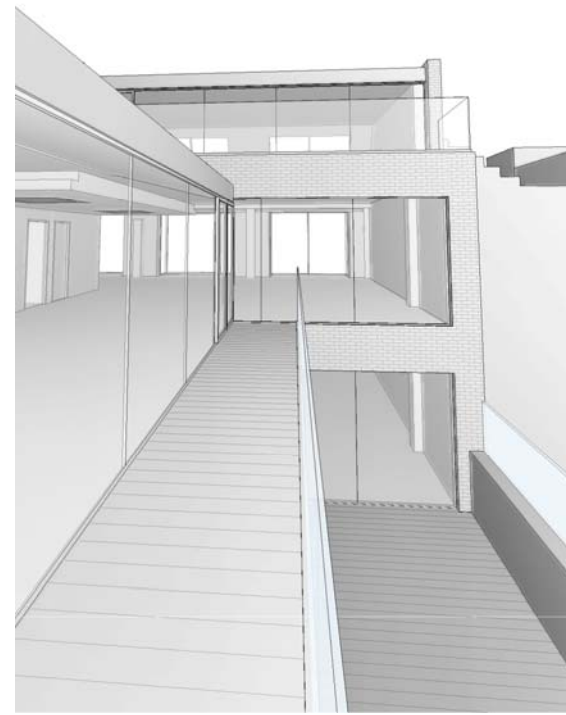


Fifth Floor—Proposed

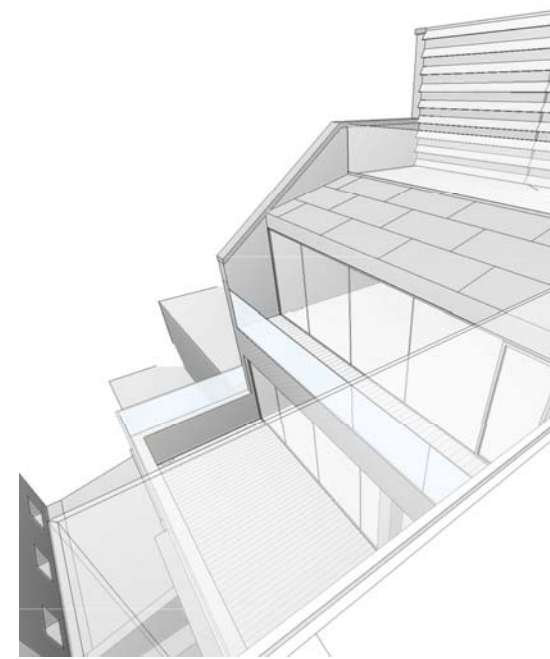




3F Terrace View



4F Terrace View

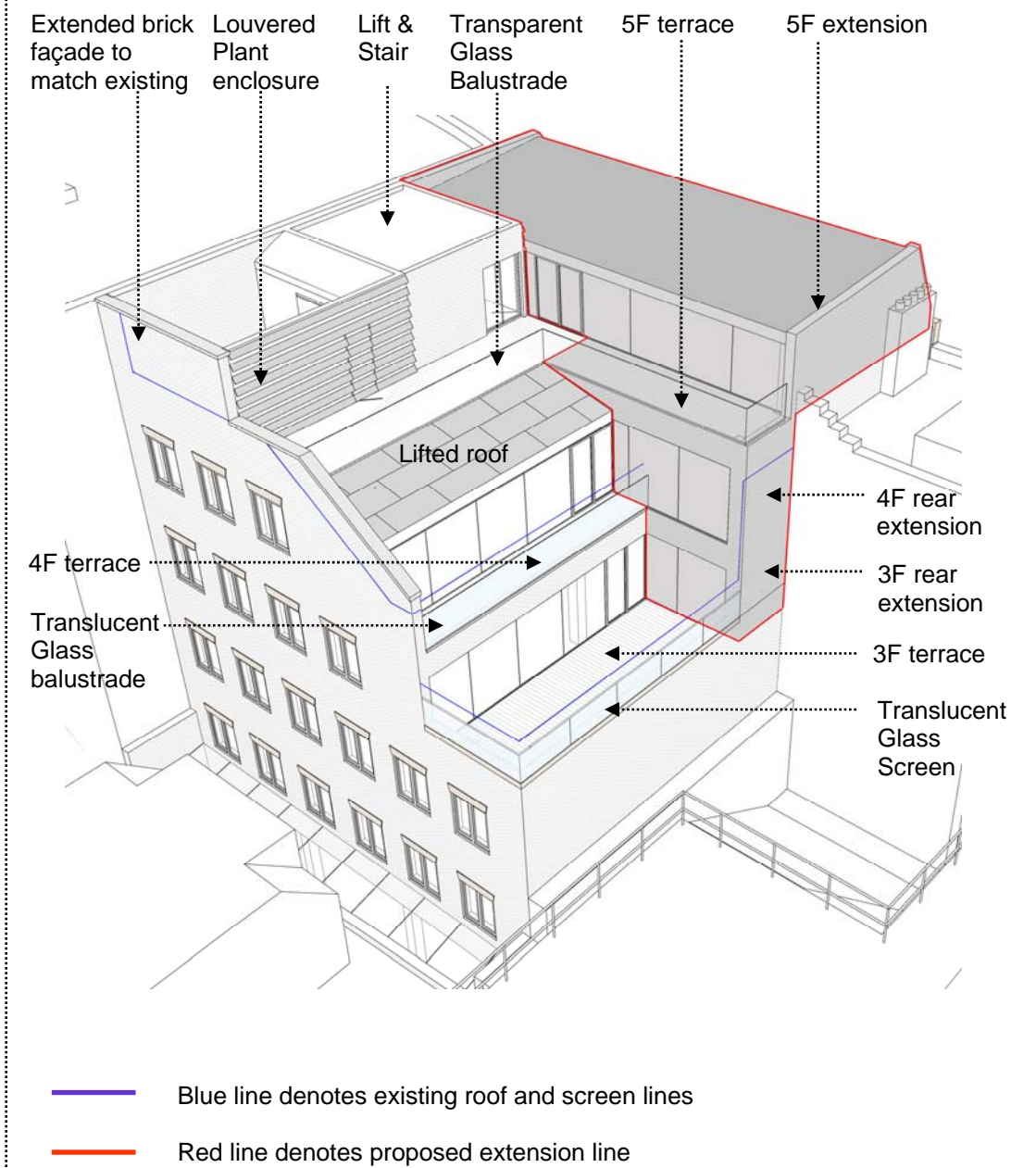


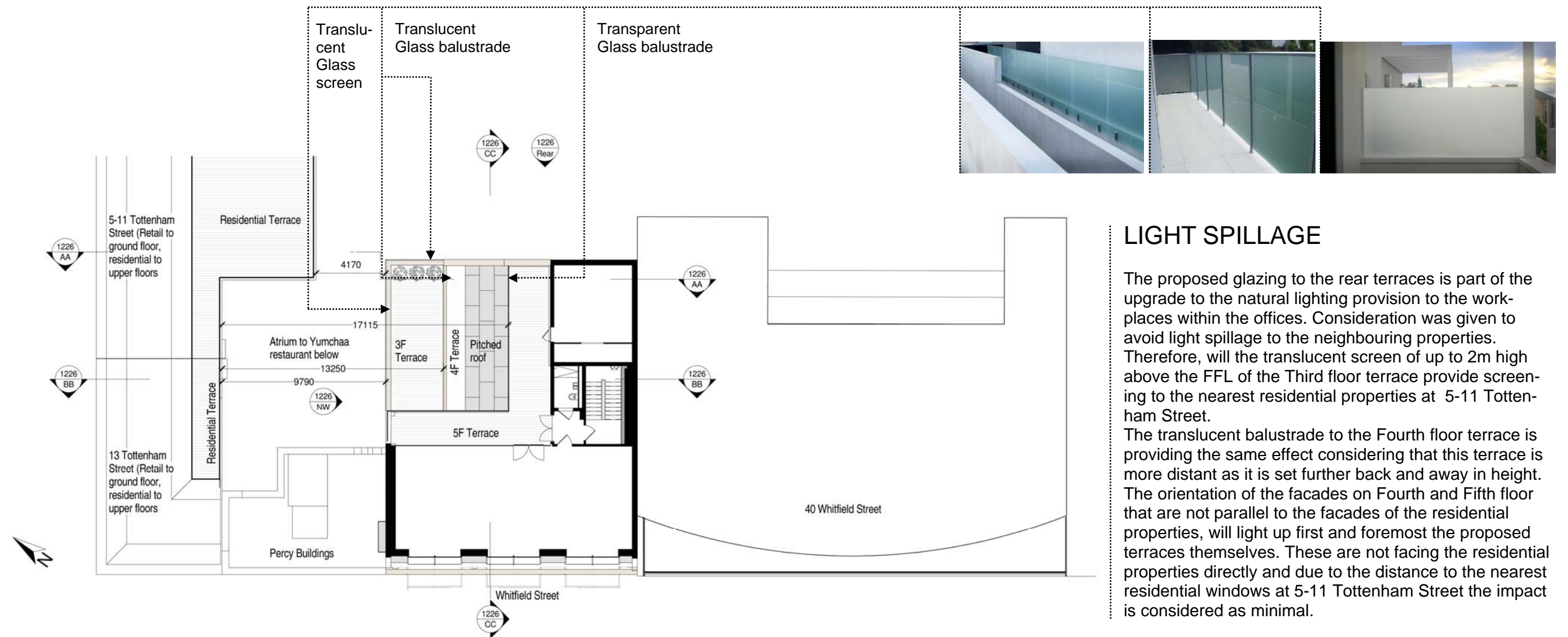
5F Terrace View



Reference Images Roof Terraces

TERRACE VISUALISATIONS / PROPOSED EXTENSIONS





### LIGHT SPILLAGE

The proposed glazing to the rear terraces is part of the upgrade to the natural lighting provision to the work-places within the offices. Consideration was given to avoid light spillage to the neighbouring properties. Therefore, will the translucent screen of up to 2m high above the FFL of the Third floor terrace provide screening to the nearest residential properties at 5-11 Tottenham Street.

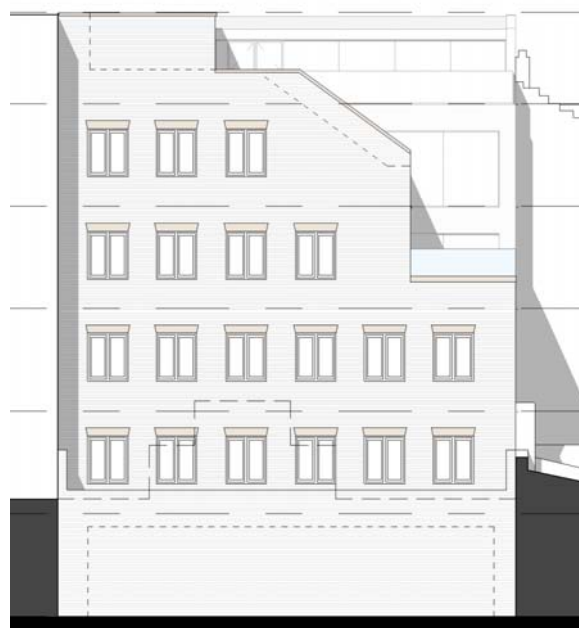
The translucent balustrade to the Fourth floor terrace is providing the same effect considering that this terrace is more distant as it is set further back and away in height. The orientation of the facades on Fourth and Fifth floor that are not parallel to the facades of the residential properties, will light up first and foremost the proposed terraces themselves. These are not facing the residential properties directly and due to the distance to the nearest residential windows at 5-11 Tottenham Street the impact is considered as minimal.

### OVERLOOKING REVIEW

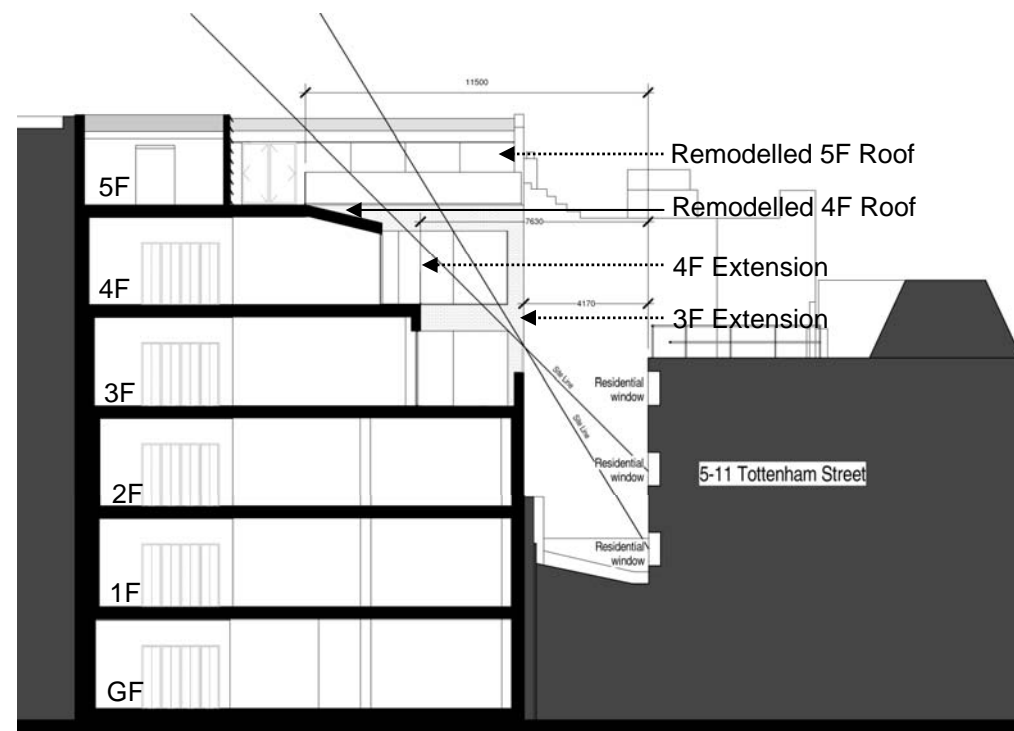
The proposals have been carefully considered based on an analysis of the overlooking and daylight/sunlight queries. The existing screens to the Third, Fourth and Fifth floor roof spaces as highlighted on the existing photographs were installed to shield the unsightly view

to the plant equipment from the residential windows. The proposals will replace all existing screens with translucent or transparent glass balustrades or screens in order to tidy up the rear elevations, keep the protection of the residential windows from overlooking of the terraces, and at the same time

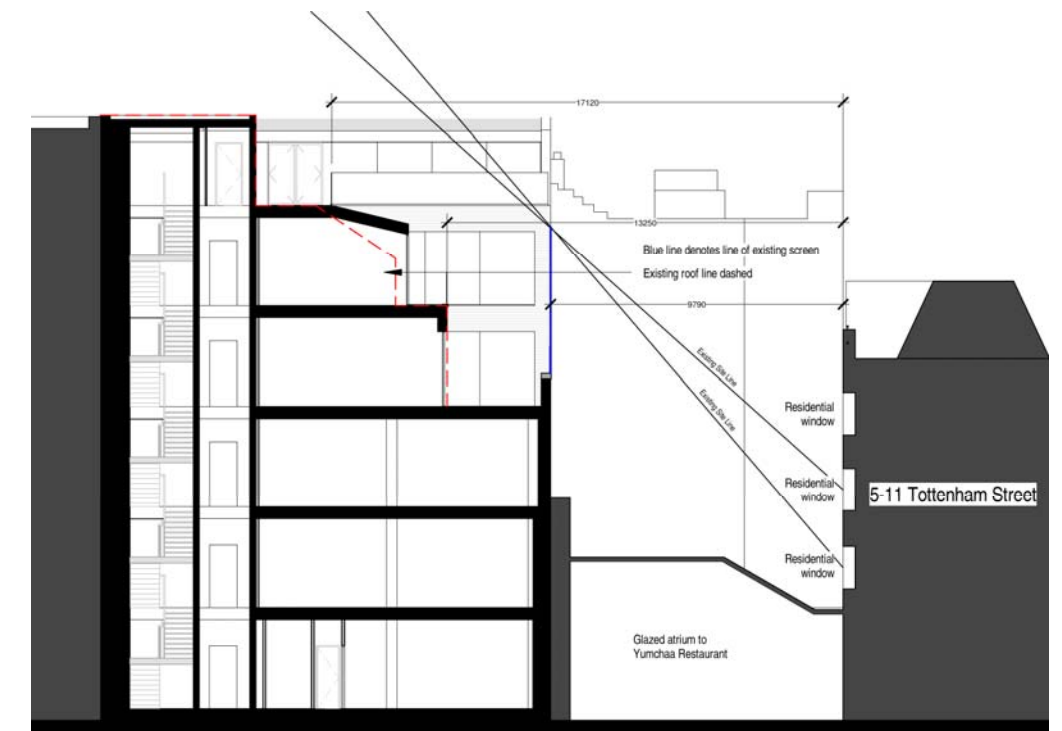
allow for the daylight to penetrate to the low level windows in an improved way. The levels of the screening on the 3F and 4F terraces were reduced as shown in comparison on existing and proposed elevations.



Proposed North Elevation



Proposed Section A-A



Proposed Section B-B

## DAYLIGHT/SUNLIGHT REVIEW

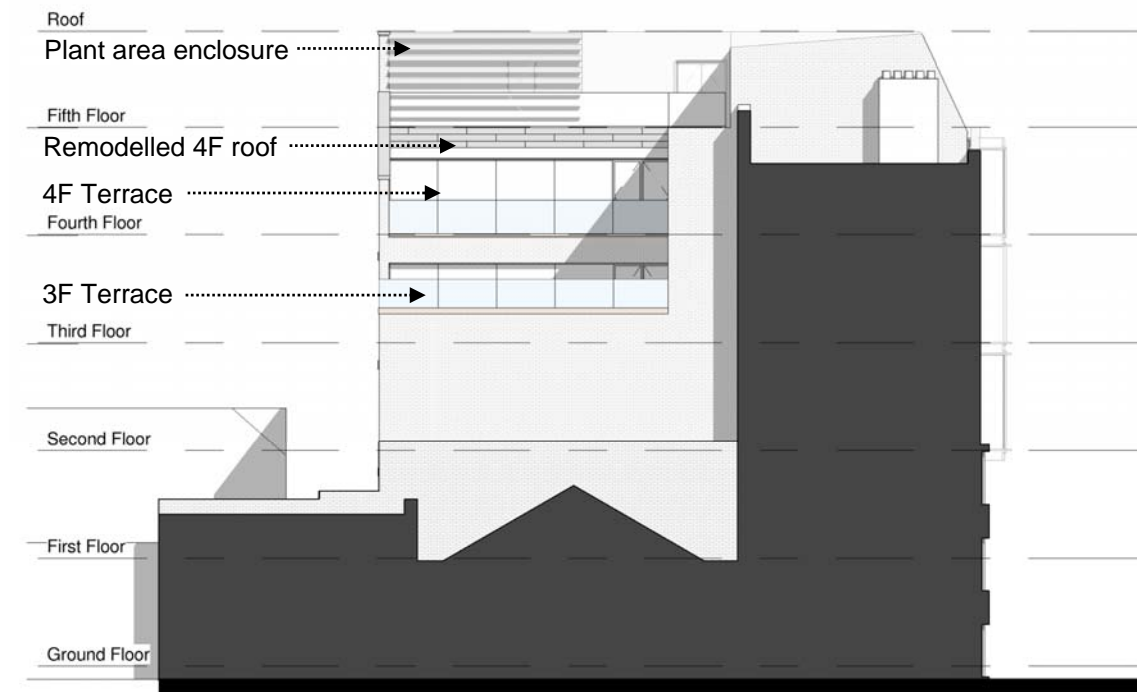
The above sections illustrate the impact of the proposals on the existing sight lines and allow first investigations for the daylight/sunlight analysis. The impact is considered as minimal. Please review additional report whose results are only summarised here in the following.

In terms of daylight, all of the assessed windows meet the BRE guidelines by having a vertical sky component with the proposed development in place of more than 0.8 times the existing value. In respect of sunlight, all windows pass with the exception of 1 window at 9 Tottenham Street which serves a

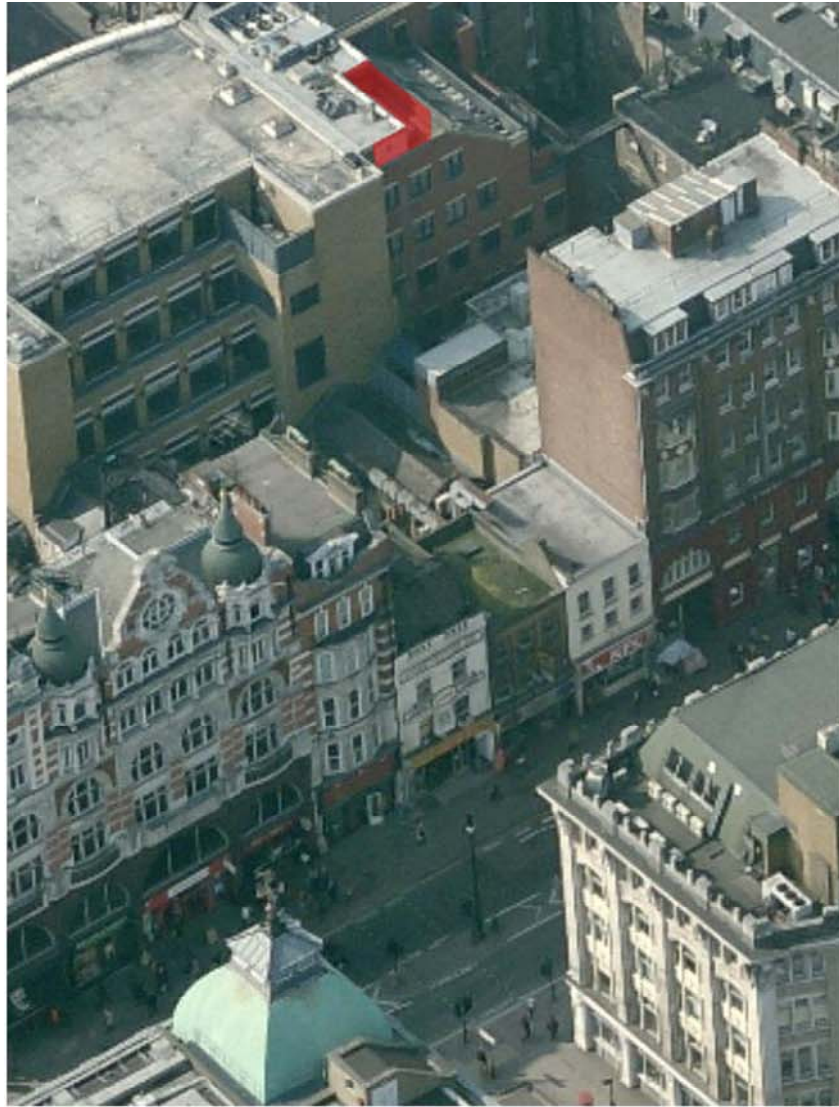
bedroom. Bedroom windows are considered 'less important' and the window will retain an annual sunlight value of 45%, compared with a BRE guideline of 25%, therefore excellent annual sunlight will be retained.



Proposed Section C-C



Proposed North West Elevation



Portion of proposed building visible from Tottenham Court Road

■ Proposed Extension



## SCALE

The upper section of the property is visible from the east side of Tottenham Court Road due to the varying building heights in the terrace adjacent to Goodge Street Station.

The images above present the minimal impact of the proposed enlarged plant enclosure on the sight views from Tottenham Court Road. This is the only view of the site from the surrounding streets.

## STREET SCENE WHITFIELD STREET



### EXISTING PROPORTIONS AND FAÇADE RHYTHM

The existing rhythm of the façades on this stretch of the Street is characterised by a repetition of strong varied vertical elements. Due to the different historical periods and uses the buildings of Whitfield Street were built for, the horizontal relationship is determined by the structural floor to ceiling heights.

Some common noticeable references are shown in red above. These modulate a soft emphasis on the Ground and First Floor façades, being treated specific to each building. This is a combined baywindow in stone to the Percy building, a contrasting façade to no. 44-46 or curtain walling to no. 50.

The black lines show individual references, typically horizontal banding indicating a similar height as an element of the neighbouring building such as the top of a window, or a window sill.





## PRE-APP DEVELOPMENTS

**Pre-App proposals** for the street elevation were submitted as adjacent.

Comments from the planning officer included the following:

- Put a stronger emphasis on the Ground Floor with the First Floor
- Create a better alignment of the parapet lines of the neighbouring buildings
- Remove balustrade above parapet line

**Revised Pre-App proposals** for the street elevation were submitted as adjacent with comments considered as above.

Following comments from the design officer included the:

- The building should read in three elements, the bottom (double height bay), middle (second to fourth floors) and the top (roof extension). The double height bay should lie flush with the front elevation, the 2nd to 4th project out with the bay as proposed and the roof extension should remain as proposed.
- There should be a distinct break between the three elements.
- The entrance is to be more defined.
- The horizontal banding should be removed.

**Planning proposals** on the following pages seek to include the comments above.



## ELEVATIONAL STRUCTURE

The proposed façade to no. 44-46 mediates between the historic brick façades and the modern stone and curtain walling elevations of Whitfield Street. The existing structural grid influences the layout such as the width of the baywindows. The white brick/tile backdrop corresponds with the bricks of the

Percy buildings as well as the stone elements of no. 40 Whitfield Street. The richness of the historic detailing of buildings in Fitzrovia is picked up in articulated projecting details in the curtain walling with a subtle play of proportions of the centred mullions alternating with three-quarter picture frames.

Varying parapet lines are picked up by a subtle difference between brick façade and proposed stone parapet. The stone parapet was raised to achieve a sufficient waterproofing detail and received an added profile groove.



AN OFFICE IN FITZROVIA



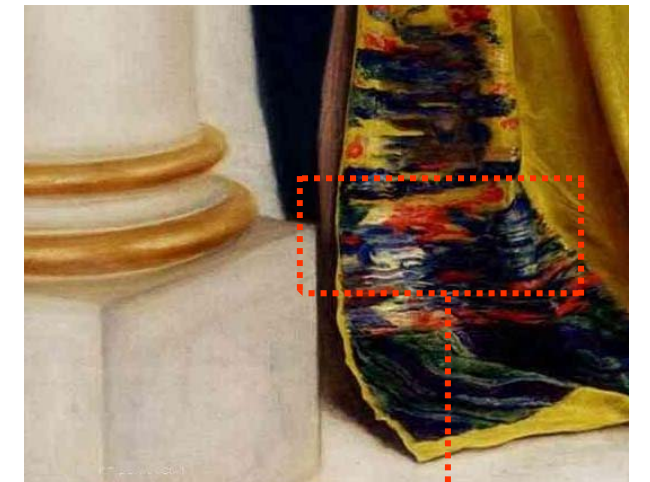
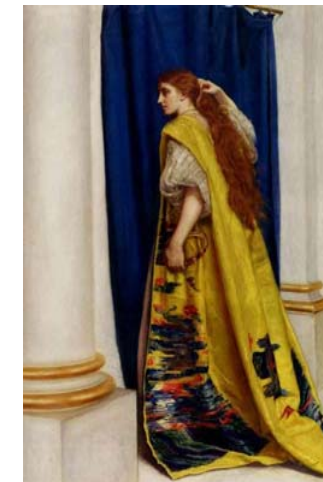
Remodelled 5F  
roof clad in large scale  
dark grey metal tiles



Baywindows with dark  
grey mullions and brass  
picture window frames

New matt white faced  
brick/tile backdrop  
with soft reflection

Artist glass screen  
printed spandrel panels



Double height curtain  
walling element with  
bronze coloured framing,  
brass coloured picture  
frames, grey mullions

Dark grey metal clad  
entrance canopy



## 4.1 LINKS TO SURROUNDINGS

The site is within a short walk of local facilities. Goodge Street, and Tottenham Court Road tube stations are nearby and many bus routes run along Tottenham Court Road. There are a number of cycle hire docking stations in Scala Street and Charlotte Street.

## 4.1 APPROACH

The following alterations are proposed to improve accessibility:

- A new enlarged lift is to be installed in the existing lift shaft.
- Shower facilities have been proposed to be installed to each floor with a wheelchair accessible combined WC and shower to the Ground Floor.
- The main entrance will provide access and egress.
- The building has been developed with reference to Approved Document M of the Building Regulations.

## 4.2 WASTE STORAGE AND COLLECTION

The facilities are to remain as per the existing arrangements.  
The building will be managed with a regime in place for dealing with waste which is collected daily by Camden Council. Recycling will be collected weekly and stored within office premises until collection.

## ACCESS



Existing Elevation



Proposed Elevation

## ADDRESS IN FITZROVIA

The warm toned brass picture frames and artist printed spandrel panels work a soft contrast to create a unique address opposite Scala Street.

## BREEAM AND GLA PLAN

The development will target a BREEAM 'Very Good' certification, and a 60+% reduction in carbon emissions over the existing building's performance.

The proposed scheme will follow the GLA's Energy Hierarchy and implement significant energy efficiency measures such as high performance glazing, improved airtightness and efficient LED lighting as well as a VRF heat pump system coupled with heat recovery to achieve carbon emission reductions.



## DESIGN PRINCIPLES

The key measures proposed to meet planning requirements and design principles address the following areas of sustainable design and construction:

- **ENERGY AND CO<sub>2</sub>:** 2013 London Plan compliance achieved through energy efficiency measures and green technologies.
- **MATERIALS & WASTE:** All of the building's structure will be retained and new materials will be specified in line with the Green Guide. Moreover, a commitment has been made to responsibly source materials used on site.
- **WATER MANAGEMENT:** Water efficient sanitary fittings will be installed, it is anticipated that the internal water consumption will not exceed 4.34 m<sup>3</sup>/person/year. Moreover, a water meter and leak detection will be installed.
- **CONSTRUCTION AND PEOPLE:** The proposals have been designed to ensure the wellbeing of occupants in terms of fresh air, thermal comfort and reducing overheating. The scheme will be fully accessible for pedestrians and the principle of Secured by Design will be incorporated.

## SUSTAINABILITY & BUILDING SERVICES OVERVIEW

## BUILDING SERVICES OVERVIEW

All MEP services will be designed to be fully compliant with the requirements of the BREEAM assessment and the energy strategy to achieve compliance with the GLA London Plan.

### HEATING & COOLING

Heating and Cooling will be provided by a VRF system of electric heat pumps with external roof mounted condenser units serving internal fan coil units. The condenser compressors will be inverter controlled and utilise the latest refrigerant gas and control system technologies.

### HOT WATER

Hot water will be provided by means of central storage hot water heaters fitted with integral air source electric heat pumps to provide the heating source. The water heaters will be located in the roof plant room.

### VENTILATION

Ventilation will be provided by heat recovery air handling units with each floor being provided with a separate unit.

### LIGHTING

Lighting will be provided by means of high efficiency luminaires utilising LED sources and with full local control via occupancy sensors.





