

78 WHITFIELD STREET
FITZROVIA LONDON W1T 4EZ
PLANNING STATEMENT

Introduction

This planning application seeks consent for alterations to the office entrance and facade to 78 Whitfield Street which is on the north side of the junction with Howland Street. The property has also been known as 76 to 80 Whitfield Street. All the accommodation is in office use. The applicant is Derwent Valley Property Developments Limited. This application also concerns proposed works to the roof terraces which will not be visible from the street. The roof terraces will become useful amenity space for the workforce within the building. In effect the works will be a “light touch” refurbishment for this office building.

Access

The building is in an excellent location close by to the underground stations of Goodge Street, Warren Street and Tottenham Court Road, which itself contains a number of bus routes. It is in a very central location. Access to the building itself is referred to in the Design and Access statement and also further below.

History

Planning permission was granted on 24th April 1998 for various alterations which included erection of metal balustrades and door openings onto the 4th and 5th floor terraces. The Officer’s report notes that this is acceptable there being no nearby residences and no overlooking issues.

Policy

NPPF

The National Planning Policy Framework is a document to be read as a whole. It does assert that the pursuit of sustainable development involves seeking positive improvements in the quality of the built environment including replacing poor design and improving the conditions in which people work.

Camden’s Policies

Policy CS14 promotes high quality design and improve the quality of buildings. This light touch scheme has this in mind.

Policy DP24 requires alterations to be of the highest design in particular having regard to materials, the provision of visually interesting frontages and the provision of appropriate amenity space. In this case it is considered the streetscape will be improved and the amenity space for the workforce is appropriate. DP26 requires the impact on neighbours to be considered. In this case, there are no nearby residential occupiers who would be adversely affected. Full accessibility is promoted in DP24 and DP29. Here the position for the ambulant

disabled remains neutral. The physical constraints in this light touch refurbishment do not enable improvement to the current position.

The Fitzrovia Area Action Plan again provides for high quality design and has been taken into account in these proposals. It should be noted that 78 Whitfield Street is the rear portion of the Network Building referred to in the FAAP.

The application site is not within any conservation area.

All of the above has been taken into account in producing this application.

Conclusion

This application is for a “light touch” refurbishment to improve the image of the office space and to improve the entrance and facade in a practicable manner and to add amenity space for the workforce. The overall design will improve the street scene.

Documentation

Accompanying this planning application is

The additional CIL questions

A design and access statement

This planning statement

a location plan, A05

as existing drawings, ground floor A10, first floor A11, second floor A12, third floor A13, fourth floor A14, fifth floor A15, sixth floor A16, section A A20, section BB A21, front elevation A30,

as proposed drawings, ground floor A100, first floor A101, second floor A102, third floor A103, fourth floor A104, fifth floor A105, sixth floor A106, section AA A200, section BB A210, front elevation A300, entrance portal A301 external space section A402.