

HERITAGE STATEMENT

Site Address
37 Neal Street
LONDON
WC2H 9PR

March 2022

TURNER
&
Co.

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1.0 SUMMARY

This Heritage Statement has been prepared on behalf of The Hook. It accompanies the planning application submitted via the Planning Portal for the proposed refurbishments.

The scheme provides:

- Retail shop fit of the ground floor, which was formerly The Cambridge Satchel premises, to create the new artwork retail space for The Hook.
- Retail shop fit of the basement to form new artwork retail space.

2.0 INTRODUCTION

This statement forms part of the planning application submission for the works described herein on the application site.

The site is identified on the location plan: 22022 – NS_E001 and Block Plan

The current proposal has been designed by Turner & Co Consulting Ltd. The drawings which accompany the application are:

22022 - NS_E001_Site Location and Block Plan
22022 - NS_E002_Existing Floor Plans
22022 - NS_E003_Existing Elevation
22022 - NS_P002_Proposed Floor Plans
22022 - NS_P003_Proposed Elevation

3.0 HERITAGE ASSET CONSIDERATIONS

Surrounding Area.

Neal Street in Camden lies within the Seven Dials region, northwest of Covent Garden, London. An area originally laid out in the early 1690's in a series of triangles to maximise the number of houses as rentals were charged per foot of frontage. Today Neal Street is the busy main thoroughfare running from Shaftesbury Avenue to Long Acre, it stretches just north of Covent Garden, a characterful area of shops, restaurants, and cafes. The Covent Garden tube station services this area of London.

4.0 CASE FOR PERMISSION

The proposal is assessed against the following criteria:

- The design
- The site location
- Landscaping
- Sustainability
- Access

The proposed scheme will utilise the existing retail premises, providing the incoming tenant (The Hook) with a bespoke retail space retail for the display and sale of contemporary original art.

The artwork retail space would be the perfect fit for the area and complement the existing quality and high-end retail establishments.

The proposed changes are of a cosmetic non- structural nature with the main heritage features, such as the decorative shop front being fully retained, made good and decorated to meet the brand identity.

Heritage Overview

Heritage Category:

Listed Building

Grade:

II

List Entry Number:

1322097

Date first listed:

15-Jan-1973

Date of most recent amendment:

Statutory Address:

37, Neal Street

Location

Statutory Address:

37, Neal Street

The building or site itself may lie within the boundary of more than one authority.

County:

Greater London Authority

District:

Camden (London Borough)

Parish:

Non Civil Parish

National Grid Reference: SO TQ 30149 81146

Heritage Statement

Details

CAMDEN

TQ3081SW NEAL STREET 798-1/105/1181 (South West side) 15/01/73 No.37

GV II

Terraced house and later shop. c1695. Probably by J Stephens. Restored early C19. Multi-coloured stock brick and plain stucco 1st floor sill band. Slate mansard roof with dormers. 4 storeys and basement. 2 windows. Early C19 wooden shopfront with pilasters carrying entablature with inswept frieze and projecting cornice. Shop window with shutters. House and shop doorways with fanlight and margin lights and partly glazed panelled doors (house doorway now leads into shop). Gauged brick flat arches to recessed sash windows with original glazing bars. Parapet. INTERIOR: not inspected.

Listing NGR: TQ3014981146

Legacy

The contents of this record have been generated from a legacy data system.

Legacy System number:

477569

Legacy System:

LBS

Legal

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.