

2.0 SITE CONTEXT / ANALYSIS

2.1 SITE CONTEXT


Location Plan

- The Site lies on southwest side of Bayham Street
- It marks the eastern boundary of the Camden Town Conservation Area.
- Bayham Street is a busy street characterised by a varied mix of commercial and residential uses. There is a higher concentration of non-residential buildings at the northern end in which the Site lies; several 20th century examples constructed on wider plots with building heights rising to four or five storeys.
- The existing building on Site was built in the 1930's, replacing an earlier residential terrace
- It was originally of 4 storeys, a basement and a flat roof. The fifth floor is a later addition and includes plant above.

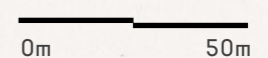
Site information is summarised below:

- Site Area 0.0595 hectares (595m²)
- Use class currently E(c)
- Building is currently vacant



 Camden Tube Station

 Site boundary

 0m 50m



2.2 SITE CONTEXT

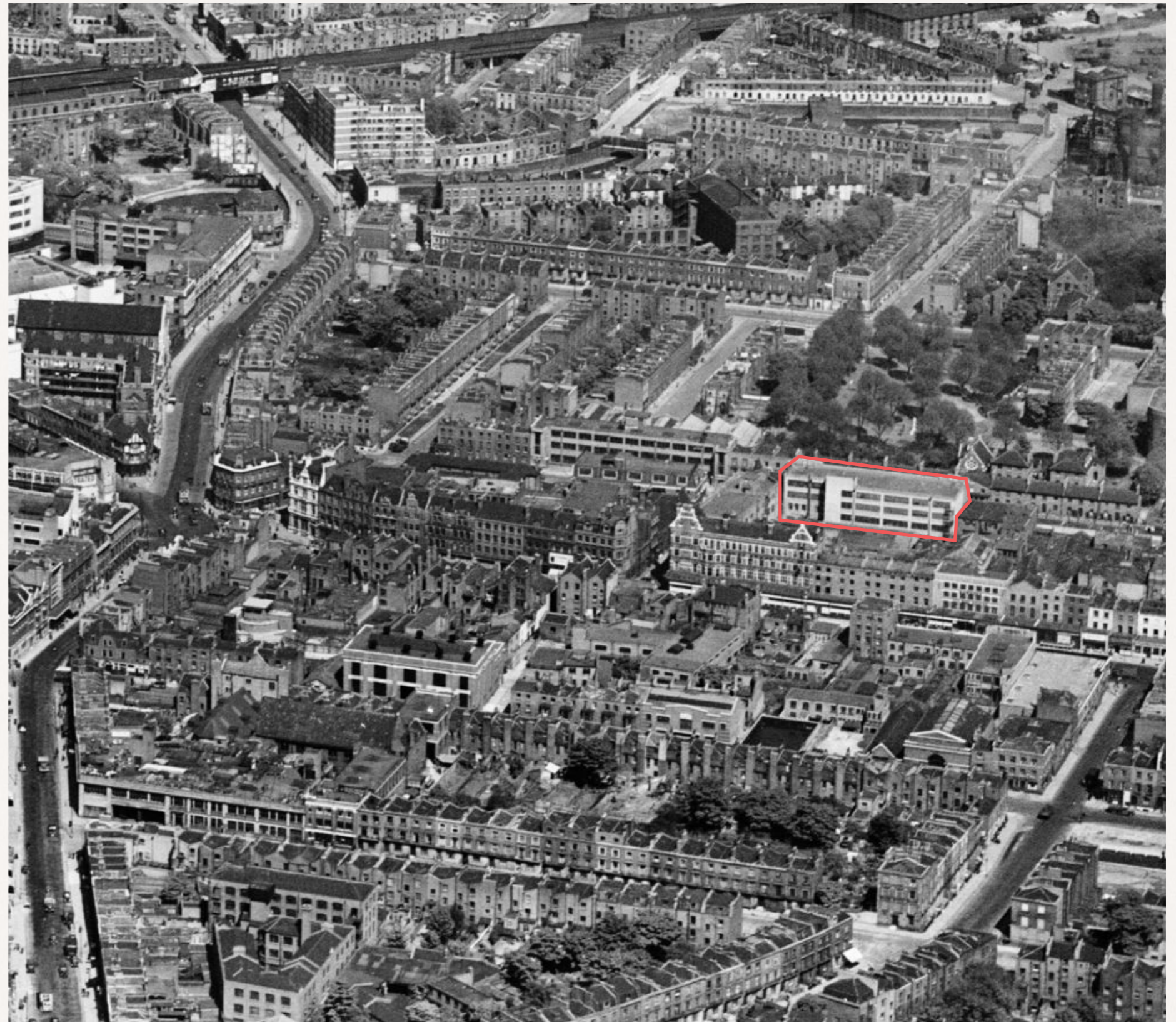
History



Map of Camden Town from 1893 showing a row of terraces on the location of the current building.



Map of Camden Town from 1950 showing the current building on the site. (Post 1930s construction)



Aerial View looking East across Camden Town - 1946. The existing building is clearly visible as a flat roof factory located on Bayham Street (see red line indicating site)

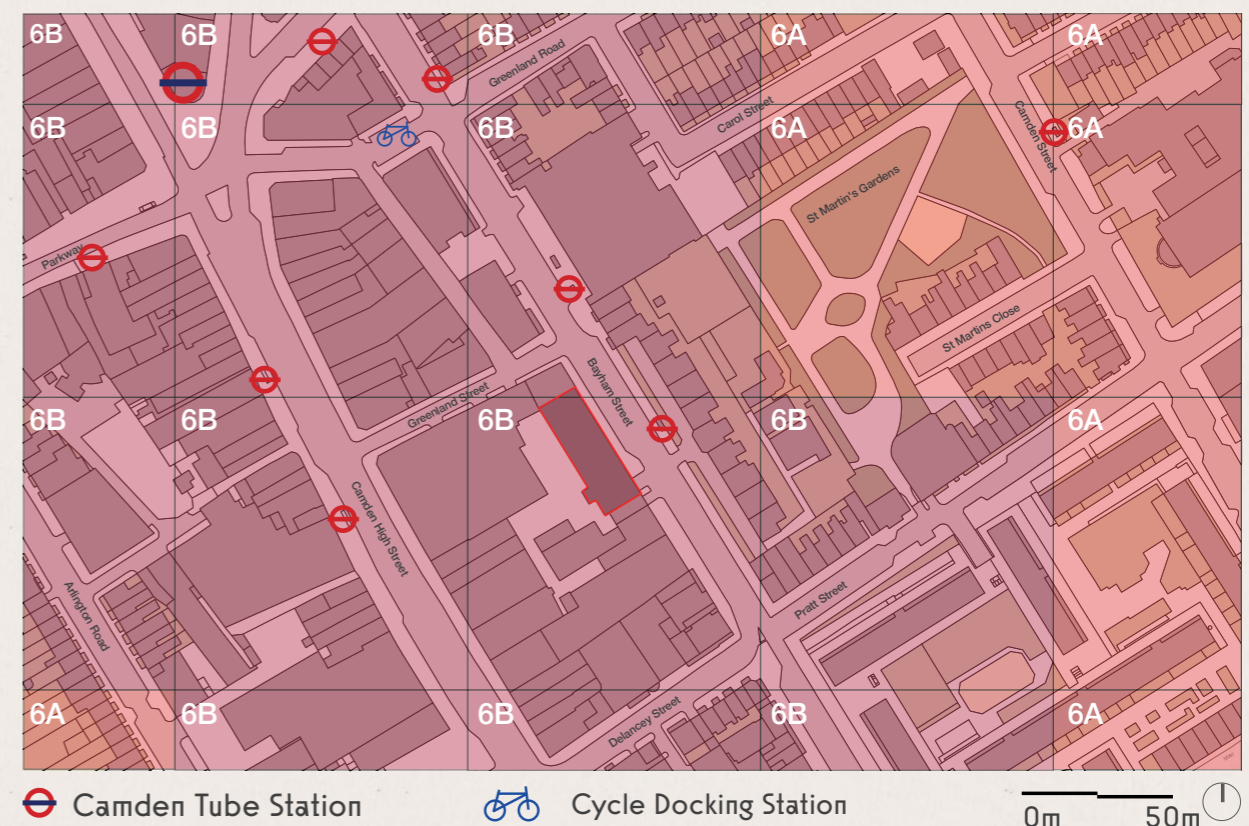
2.3 SITE CONTEXT

Transport



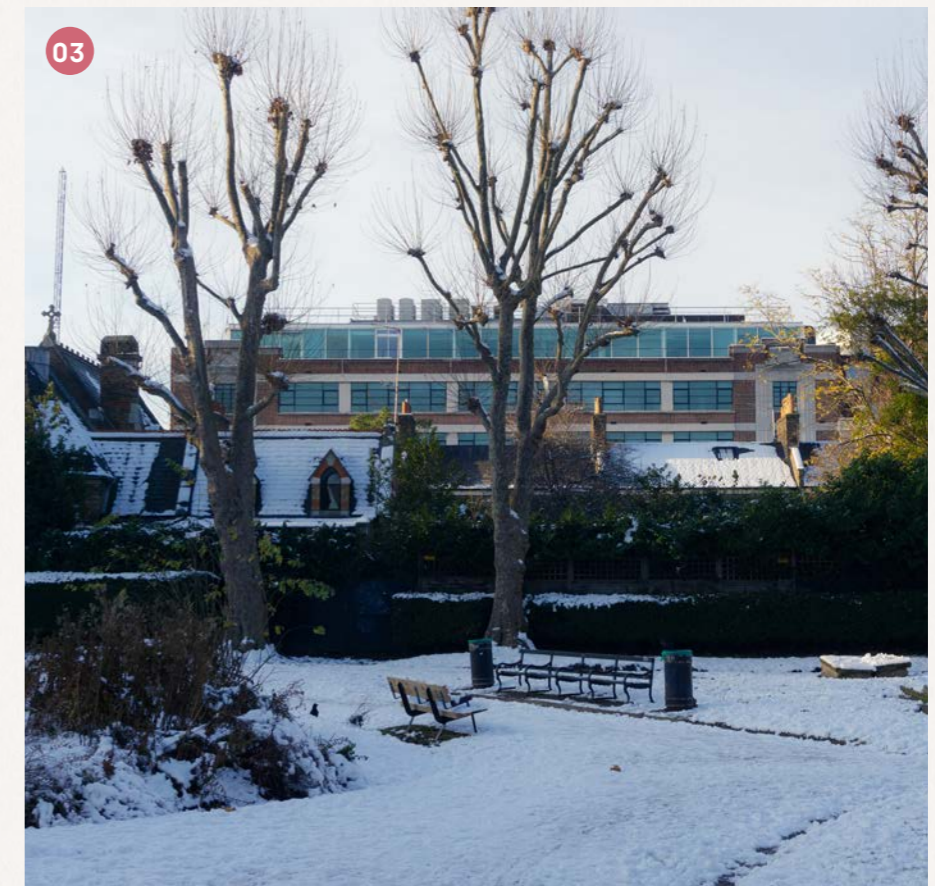
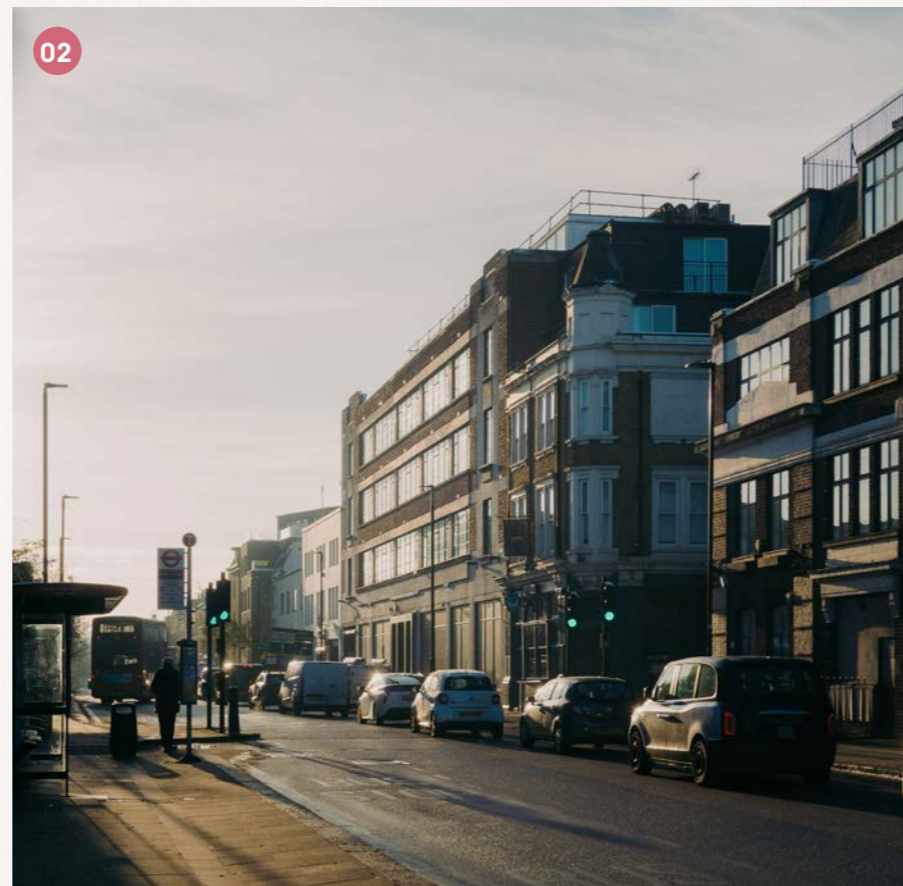
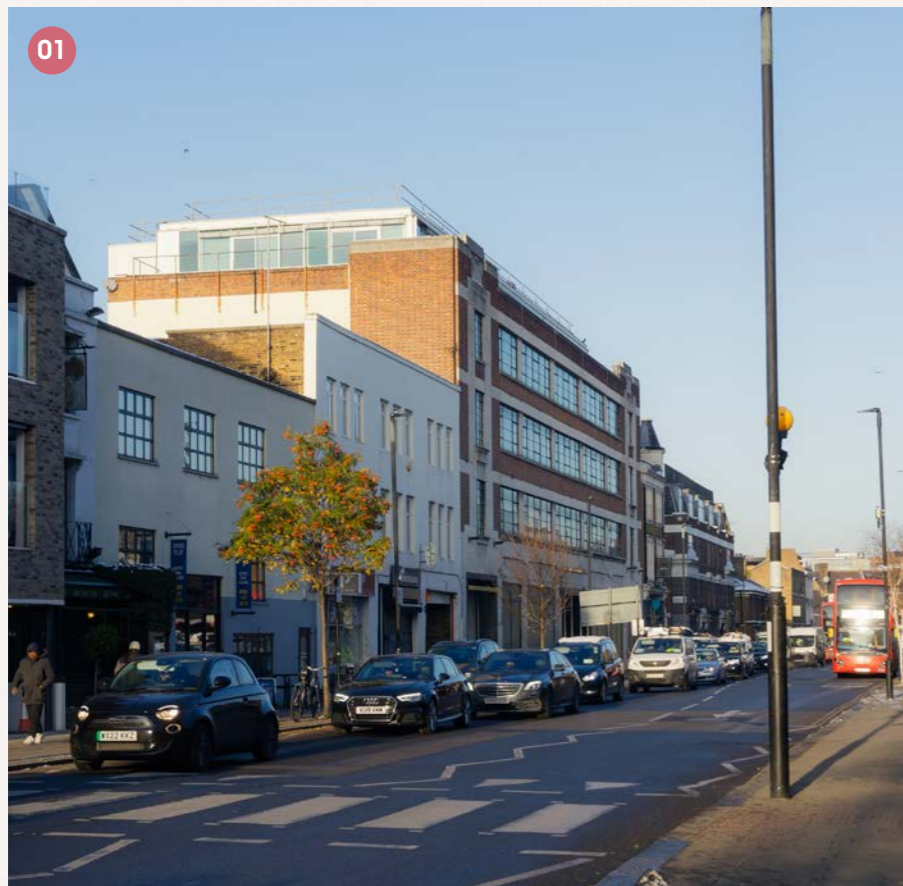
The site is well served by transport infrastructure

- The site has a PTAL score of 6(B) - the highest possible score.
- The site is well served by the Northern Line from Camden Station.
- Cycle Superhighway C6 runs to the North East of the site, connecting Chalk Farm with the West End.
- The site sits in close proximity to a number of bus stops providing several routes across London.
- There is a cycle docking station on Greenland Street.
- Excellent national and international rails links from nearby Euston and Kings Cross St Pancras stations.



2.4 SITE CONTEXT

Surrounding Views



The principal views of the Site are those up and down Bayham Street, and from the open space of St. Martin's Garden's to the east.

The Site does not fall within any LVMF views and would not affect local views as identified in the Camden Town Conservation Area Appraisal.

- 01 North up Bayham Street
- 02 South down Bayham Street
- 03 From St Martin's Gardens



Camden Tube Station Site boundary 0m 50m

2.5 SITE CONTEXT

Emerging Economy of Camden



The site sits within the 'Knowledge Quarter,' a grouping of 100 institutions: cultural, research, scientific, business, and academic.



Located within a mile of the site are several academic institutions including CSM, Aga Khan Centre, The British Library and UCL.



Aga Khan Centre



The Kings Cross / Camden area has recently emerged as an important tech hub with major tech companies Google and Meta opening offices.



Meta HQ, Kings Cross



The area has also become a hub for biomedical research with significant hospitals and research institutes including the Francis Crick and Wellcome trust.

2.6 PLANNING CONTEXT

Planning Policy

Relevant Documents

LBC's Development Plan for the site comprises the following documents:

The London Plan (2021)
The Camden Local Plan (2017)
NPPF (2023)

Regional Policy

In accordance with the London Plan, the site has the following designations:

Flood Zone 1

PTAL 6b

Local Policy

In accordance with the Camden Local Plan & Site Allocations Local Plan, the site has the following designations:

Knowledge Quarter

Within the Camden Town Conservation Area

Adjacent to Grade II Listed St Martin in the Fields Alms Houses

Adjacent to the Locally Listed St Martin's Gardens

THE LONDON PLAN



THE SPATIAL DEVELOPMENT
STRATEGY FOR GREATER LONDON
MARCH 2021

Camden Local Plan 2017



2.7 SITE CONTEXT

Conservation Areas & Significant Buildings



The Site lies within the Camden Town Conservation Area. This CA is comprised of two distinct parts. Categorized as the Commercial Sub-Area 1 and the Residential Sub Area 2. The Site lies within Sub-Area 1, which consists of a traditional wide shopping street linking the busy junction at Mornington Crescent to the eclectic and lively town centre at the heart of Camden Town.

The buildings reflect the diverse and changing architectural styles over the last two hundred years.

Terraces of flat fronted early to mid 19th century houses now fronted by shops, mid Victorian stucco terraces, Victorian Gothic buildings, late Victorian and Edwardian red brick parades four and five storeys high with decorative gables, imposing banks, places of entertainment and public houses occupying key focal sites, and 20th century buildings all contribute to the wide ranging variety of architectural styles. There is greater architectural variety in this sub-area, due to greater pressure for redevelopment since the later 19th century.

Listed Buildings & Structures

01 St Martin's in the Field Almshouses (Grade II)

02 Former Chapel to St Martins in the Fields (Grade II)



Camden Town Conservation Area Site boundary

0m 50m

2.7 SITE CONTEXT

Conservation Areas & Significant Buildings



The closest listed buildings to the Site are:

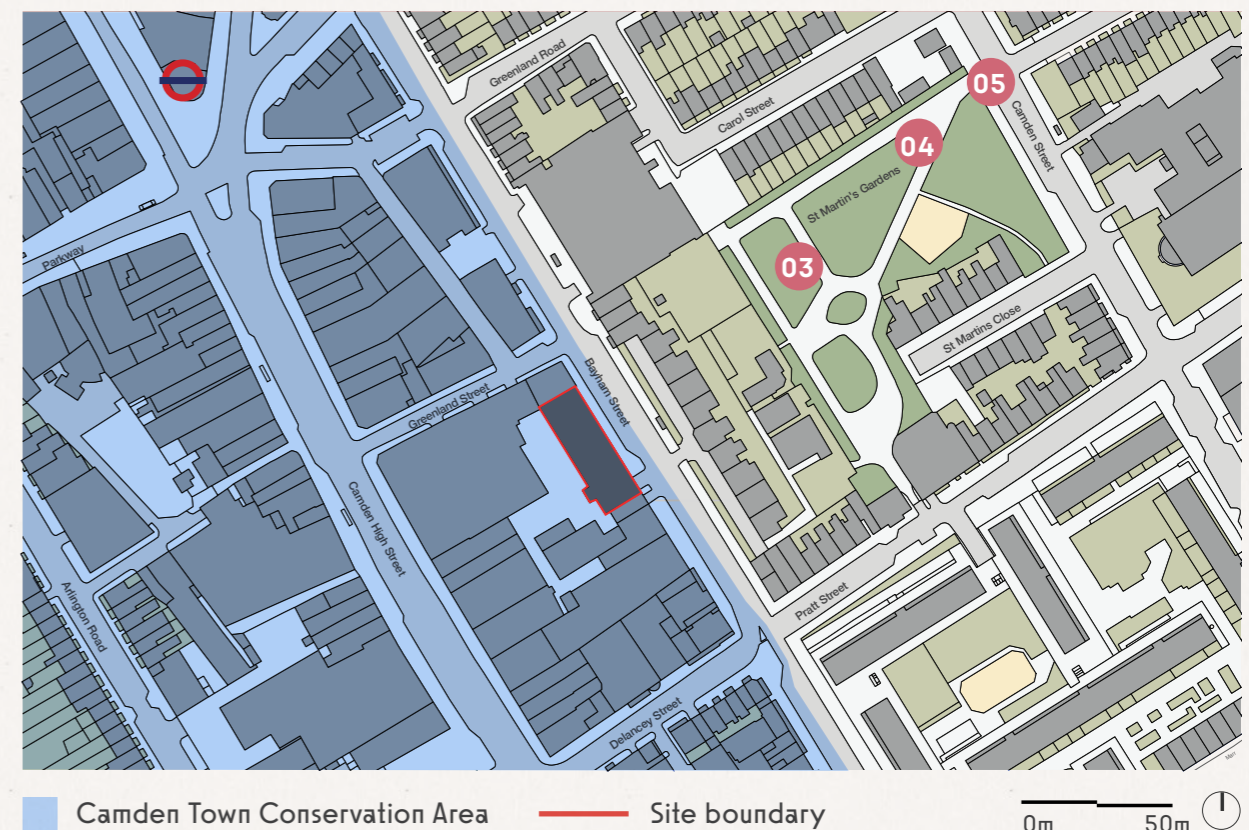
- The Grade II listed St Martin in the Fields Almshouses, at numbers 1-9 Bayham Street.
- The Grade II listed former chapel to St Martin in the Fields Almshouses.

Listed Buildings & Structures

03 Charles Didbin Memorial (Grade II)

04 Drinking Fountain in St Martins Gardens (Grade II)

05 Wrought Iron Gates, St Martin's Gardens (Grade II)



2.7 SITE CONTEXT

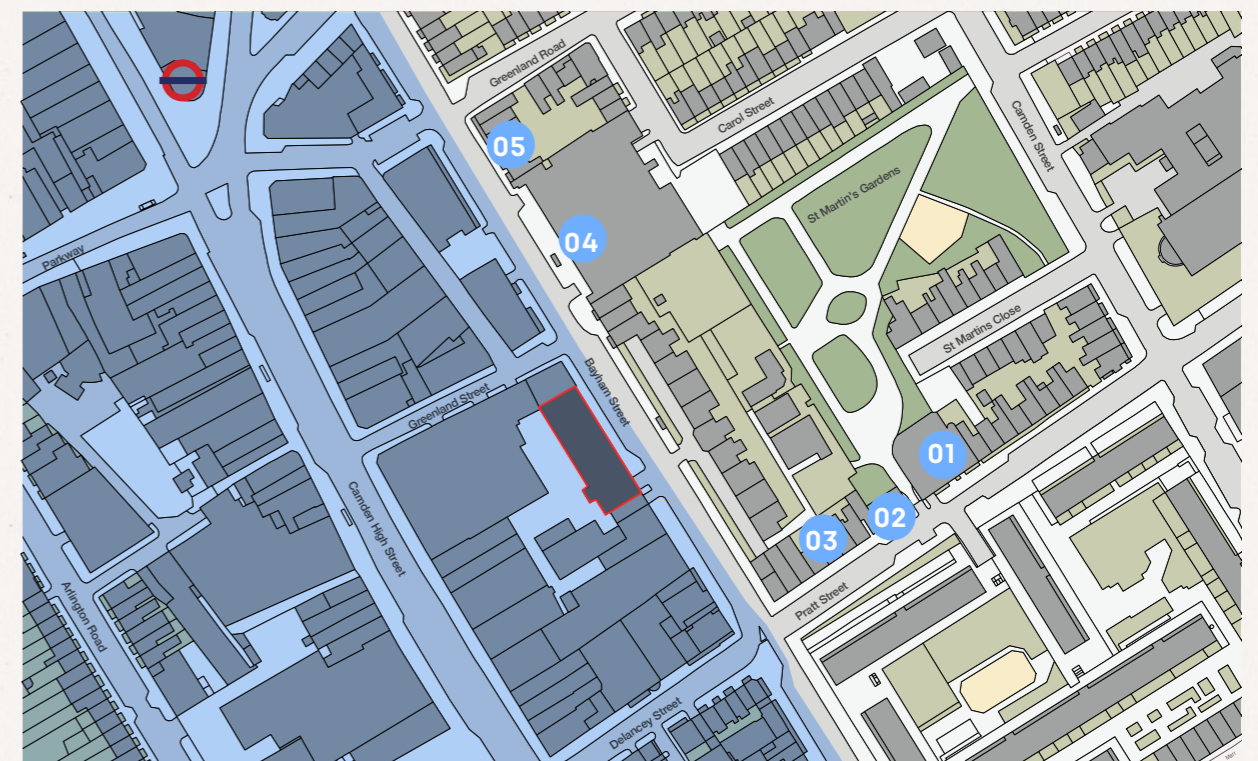
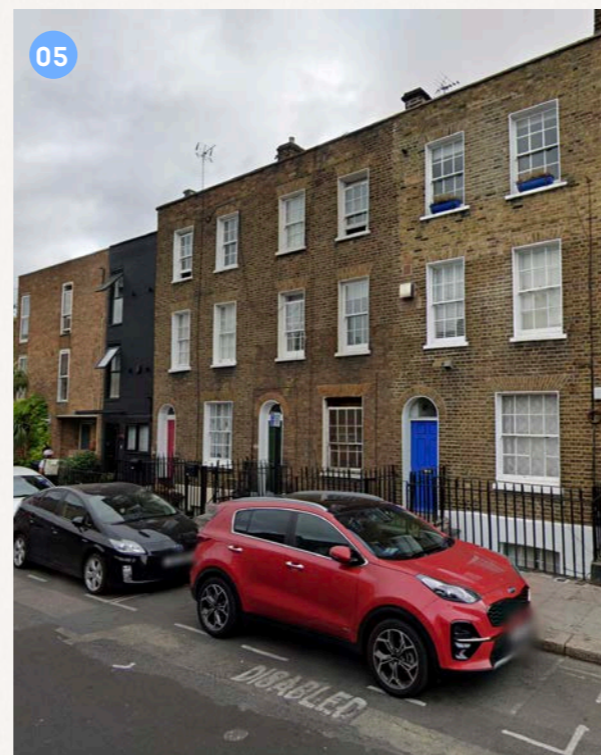
Conservation Areas & Significant Buildings



There are also a number of locally listed buildings in close proximity including the former factory at 116-134 Bayham Street.

Locally Listed Buildings

- 01 Carpenters Court, Pratt Street
- 02 St Martin's Tavern, Pratt Street
- 03 41a-55 Pratt Street
- 04 116-134 Bayham Street
- 05 136-140 & 146-152 Bayham Street



Camden Town Conservation Area Site boundary

0m 50m

2.8 SITE CONTEXT

Heritage Considerations Summary

- The character of Camden Town Conservation Area is mixed. The Site lies in Sub-Area 1, which consists of a traditional wide shopping street linking the busy junction at Mornington Crescent to the eclectic and lively town centre at the heart of Camden Town. There is greater architectural variety in this sub-area, due to greater pressure for redevelopment since the later 19th century.
- The existing building is not locally listed but makes some positive contribution to the character and appearance of the CA with its 1930s Art Moderne frontage.
- Sensitive refurbishment and alterations of the existing building on the Site presents the opportunity to optimise the use of the Site and make a positive contribution to the visual quality of the townscape and the animation of the streetscape by improving the ground floor and its interaction with the street and improving the quality of the existing 4th floor extension.
- The likely effects on heritage have the potential to be beneficial through well considered and sympathetic design, which includes the conservation area and the setting of nearby heritage assets including St. Martin's Gardens.

- The Townscape Consultancy



View looking North from the 4th floor of 101 Bayham Street, showing the varied character of the local context