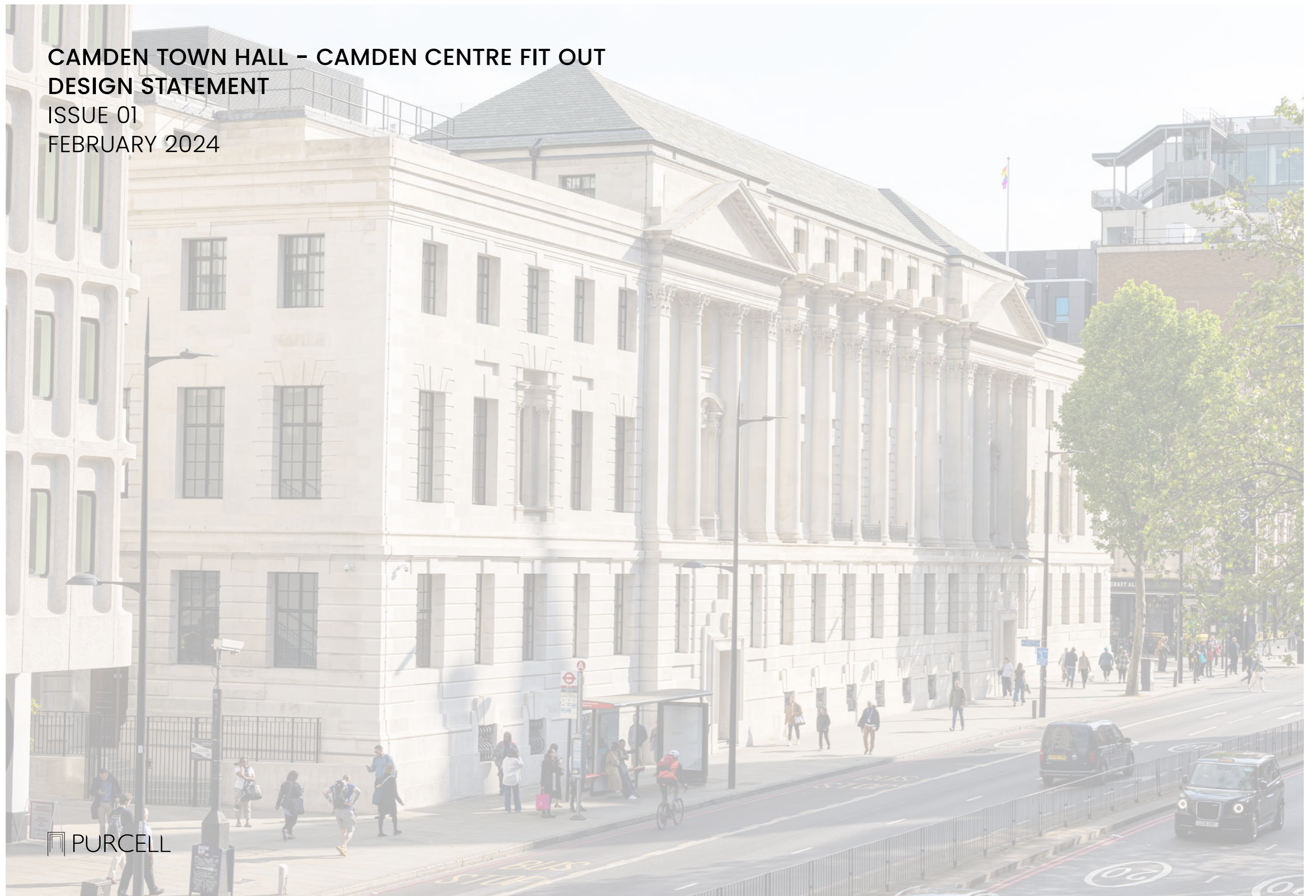


CAMDEN TOWN HALL – CAMDEN CENTRE FIT OUT DESIGN STATEMENT

ISSUE 01

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On behalf of Purcell®
15 Bermondsey Square, Tower Bridge Road, London SE1 3UN
info@purcelluk.com
www.purcelluk.com

Name	Position and Qualifications	Role
Nick de Klerk	Associate Partner	Lead Person
Nicola Smith	Associate	Project Lead
Oliver Beddard	Senior Architect	

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CAMDEN TOWN HALL, CAMDEN CENTRE FIT OUT: DESIGN STATEMENT

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SECTION 1.0: INTRODUCTION

1.1 Overview

The following Design Statement provides the background and design rationale to the proposals for the tenant fit out of the Camden Centre demise, within Camden Town Hall.

A detailed narrative of the building's historic development and significance, and an assessment of the proposals, can be found in the Heritage Statement of Historic Impact Assessment document.

1.2 Camden Town Hall - Background Development to Date

- London Borough of Camden Council completed a £76m refurbishment of Camden Town Hall in May 2023
- The development, to refurbish and re-purpose the Town Hall, was designed to meet the following objectives:
 - Restore and refurbish the Grade II listed building to ensure its longevity as a historic asset.
 - Retain and modernise the civic and democratic function spaces to improve access to and running of public services.
 - Improve the registrars' facilities, providing new and improved wedding suites and refurbished spaces for registering births, marriages and deaths.
 - Provide lettable commercial space to unused areas at **Basement**, **Second** and **Third Floor** levels.
 - Refurbishment of the former **Camden Centre** to provide lettable event space.
 - Aim to meet BREEAM excellent target to improve the sustainability and energy efficiency of the building, reducing the long-term running costs of the building
 - Upgrade of services to meet modern standards and support reuse of building.
- The 'lettable' spaces highlighted above in **bold**, are now in the process of being occupied by tenant, Il Bottaccio.

This Listed Building Consent Application, outlines to fit-out proposals requiring Listed Building Consent, for the Camden Centre demise.

1.3 Introduction to Il Bottaccio

- The proposals outlined in this application are to provide the fit out to meet the vision of Il Bottaccio, a company owned by the D'Anna family, the leaseholder for The Camden Centre.
- From the beginning of 1980s onwards the group of companies controlled by the D'Anna family have owned, leased or managed some of the most important and prestigious listed palaces in Italy; such as the 17th Century Napoleon's Villa Del Ferlaro in Parma, the Palazzo Vivante Largo Papa Giovanni, XXIII^o in Trieste, the Palazzo Valmarana Braga in Vicenza and many more historical residences in Bari, Bologna, Catania, Genova, Lucca, Milano, Napoli, Roma, Torino and Verbania.
- In London, Bottaccio has managed for 20 years the Historical 8-9 Grosvenor Place, as well as further having curated events in the Dutch Hall, the Royal Exchange, and Barts Great Hall. Today, renowned for its discreteness and uncompromising attention to quality, Bottaccio continues to organise events for Armani, Gucci, Sony, Apple, Chanel, HSBC, BMW, Aston Martin, Formula 1, Chelsea Football Club, the Royal Family, the President of the United States and many, many others.

1.4 Project Team

Il Bottaccio have appointed the below design team to deliver the fit out of tenant spaces:

- Planning Potential – Planning Consultant
- Heritage Potential – Heritage Consultant
- Purcell – Architect
- Design Research Studio – Interior Designer
- Arup – Services Engineers
- ETP – Event AV/Lighting design
- AKT II – Structural Engineer
- Technical Arts – Lighting Design



SECTION 1.0: INTRODUCTION

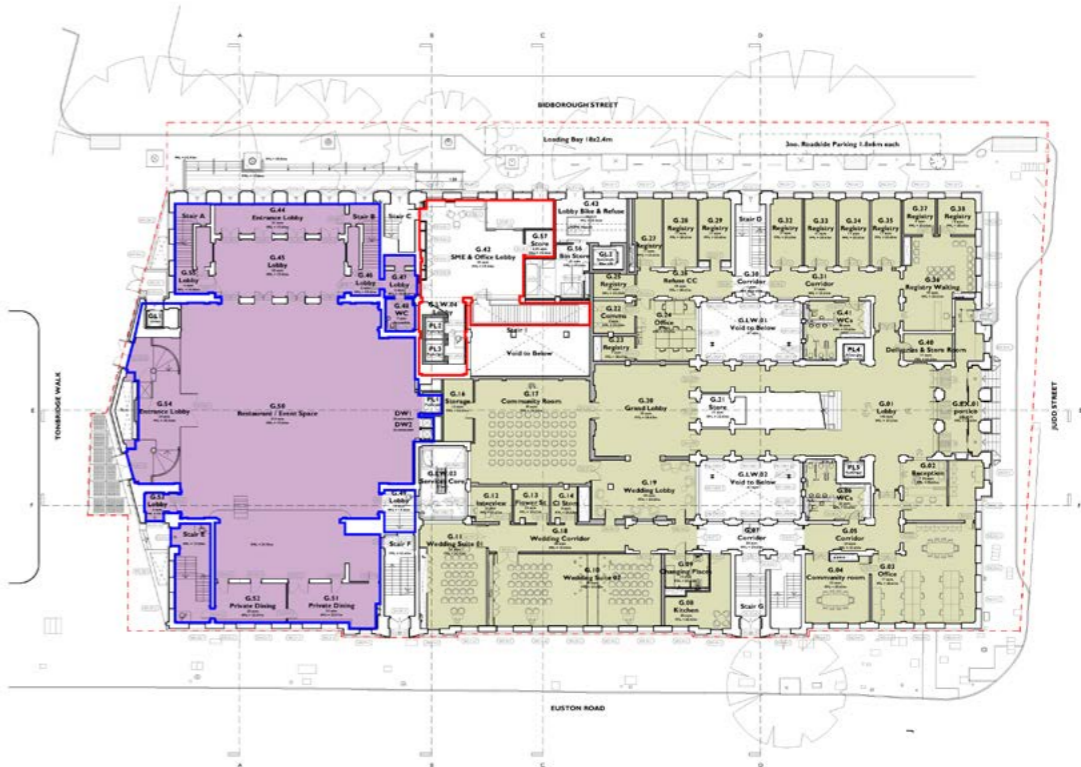
1.5 Areas within Il Bottaccio demise
Camden Centre

- The ambition is to create the premier destination for large luxury events in Kings Cross through the full refurbishment of the historic Camden Centre
- Events will vary from awards evenings and industry-leading lectures to fashion shows and gala dinners
- The events will be split across the ground and first floor with kitchens and associated service spaces located in the basement

Bidborough Works

- The basement, second and third floors will be fit-out as high-end workspace with flexibility to host conferences and industry-leading events
- Kitchens will be installed to provide staff canteens and events catering opportunities

NOTE: THIS APPLICATION IS FOR THE WORKS TO THE CAMDEN CENTRE DEMISE ONLY



Ground Floor Plan

Summary of Plans Showing Camden Centre and Bidborough Works Demise

KEY

Camden Centre

Commercial Space

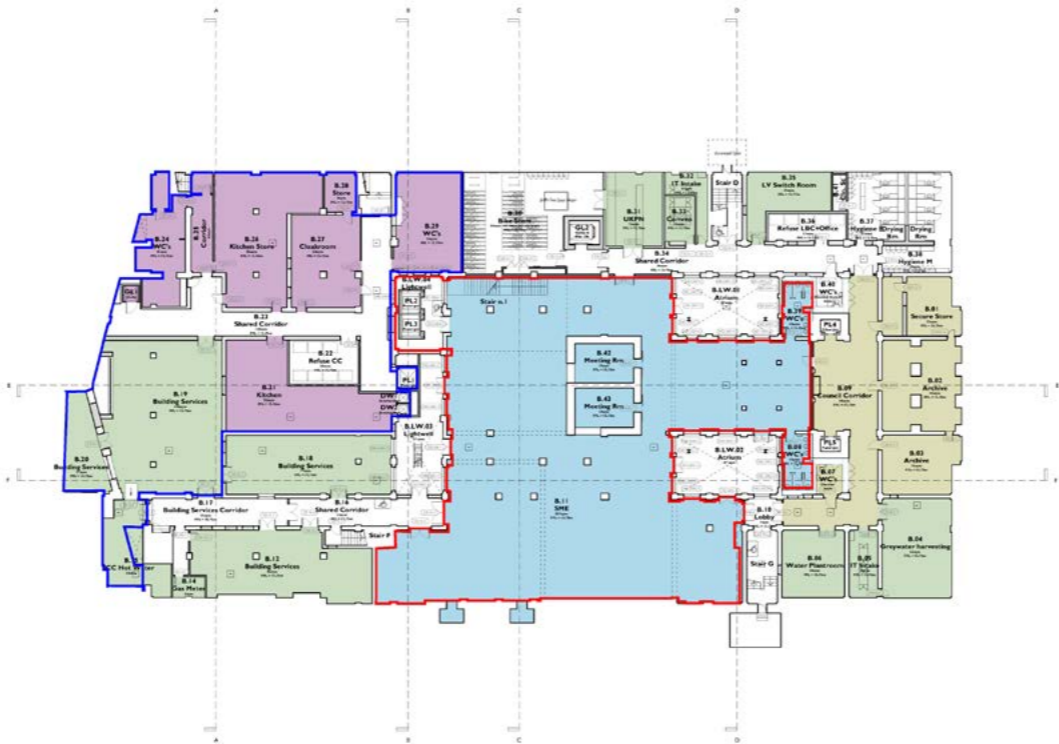
Civic / Democratic spaces and CTH dedicated space

Plant areas

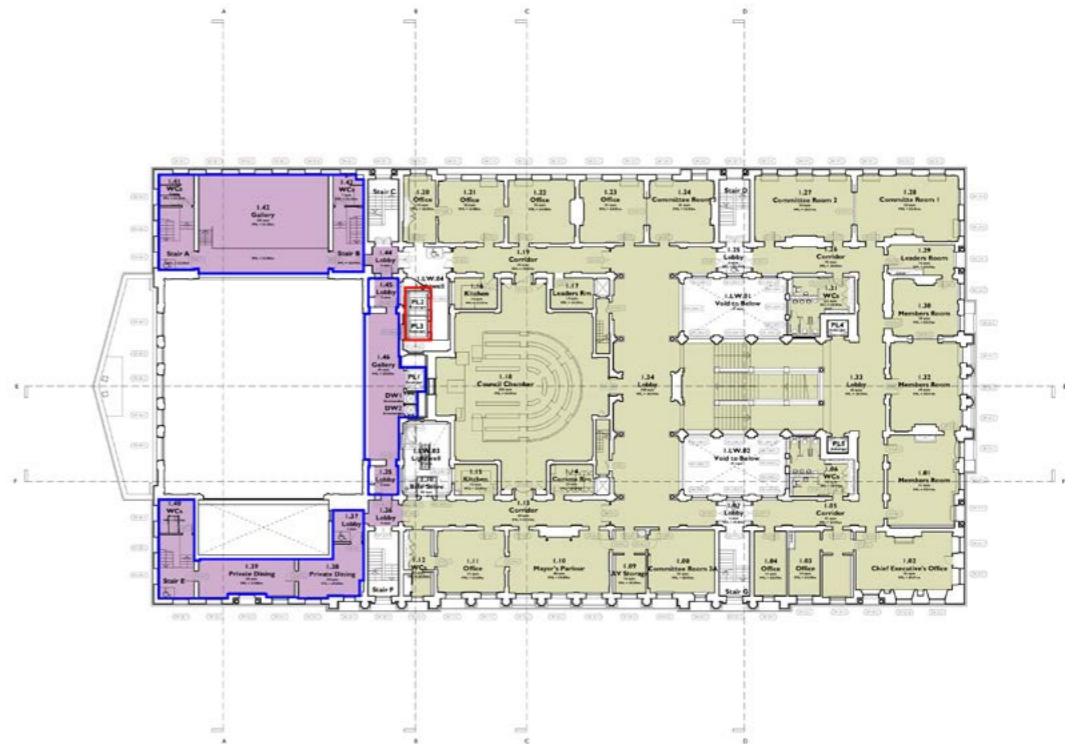
Bidborough Works Demise

Camden Centre Demise

This plan is not to scale



Basement Plan



First Floor Plan

SECTION 2.0: CAMDEN TOWN HALL

2.1 SITE CONTEXT

- Camden Town Hall is bound by Euston Road to the North, Bidborough Street to the South and Judd Street to the West.
- The site is surrounded by good local and community amenities, a main transport hub and a large amount of retail.
- Directly to the north of the site is St Pancras Station and Chambers and the St Pancras Renaissance Hotel. Adjacent to this, on either side, are the Grade I listed British Library and Kings Cross Station.
- To the west of the site, on Judd Street, are office buildings and student accommodation, with the offices of the Royal National Institute for the Blind located to the south west of the site.
- To the south of the site, the character is more residential. On Bidborough Street is the Queen Alexandra Mansion Block, a 5-7 storey residential block, with the Argyle Primary School at the end of Bidborough Street.
- Immediately to the east of the site is the former Camden Town Hall Annex, which was sold by the Council and converted into the Standard Hotel.

KEY

Hotel

Residential

Transport

Education

Commercial

01

Camden Town Hall

02

Camden Town Hall – Annex (Hotel)

03

St Pancras Chambers & Station and St Pancras Renaissance Hotel

04

British Library

05

King’s Cross Station

06

Argyle Primary School

07

Queen Alexandra Mansions

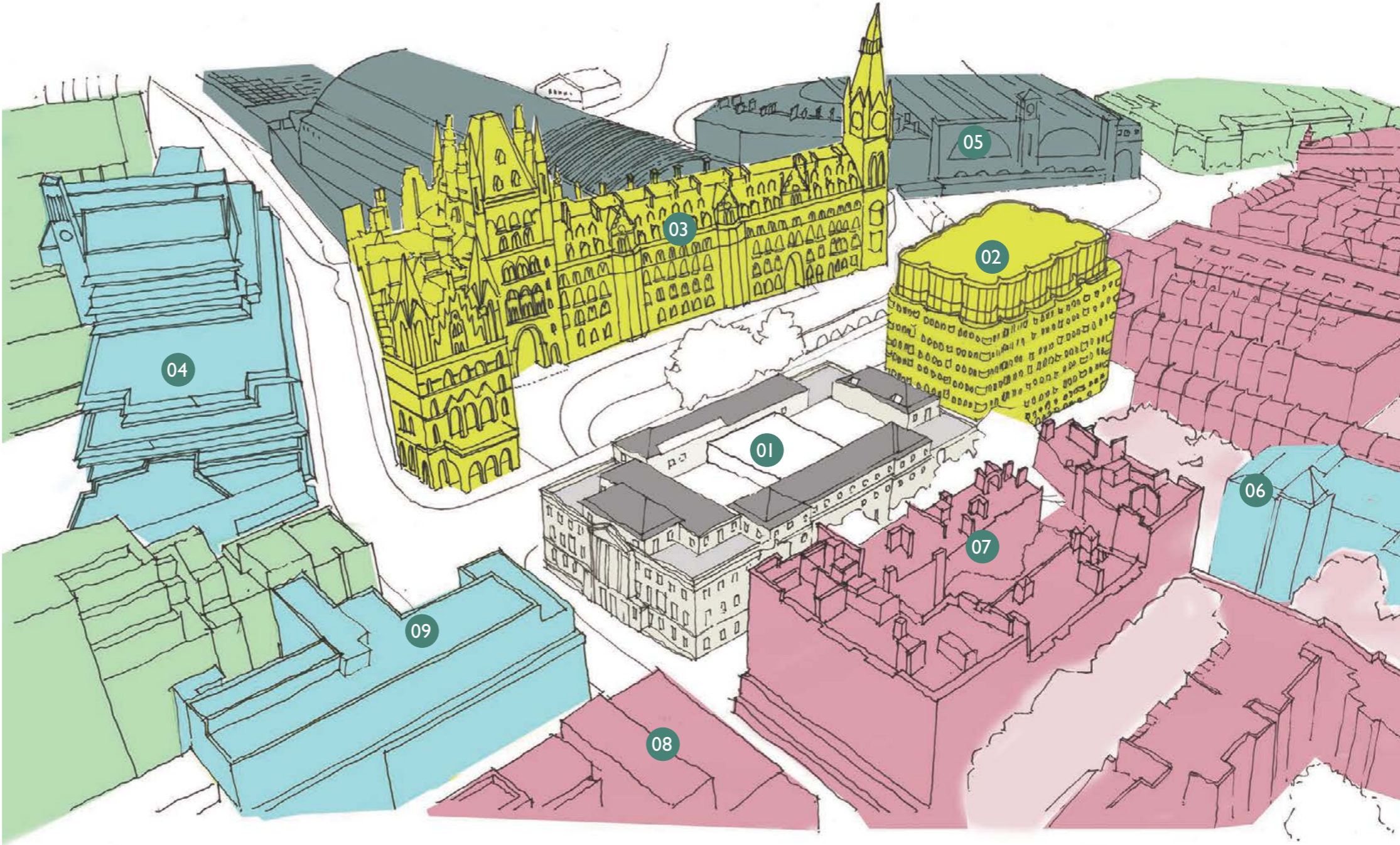
08

BT Kelvin House

09

John Dodgson House – UCL

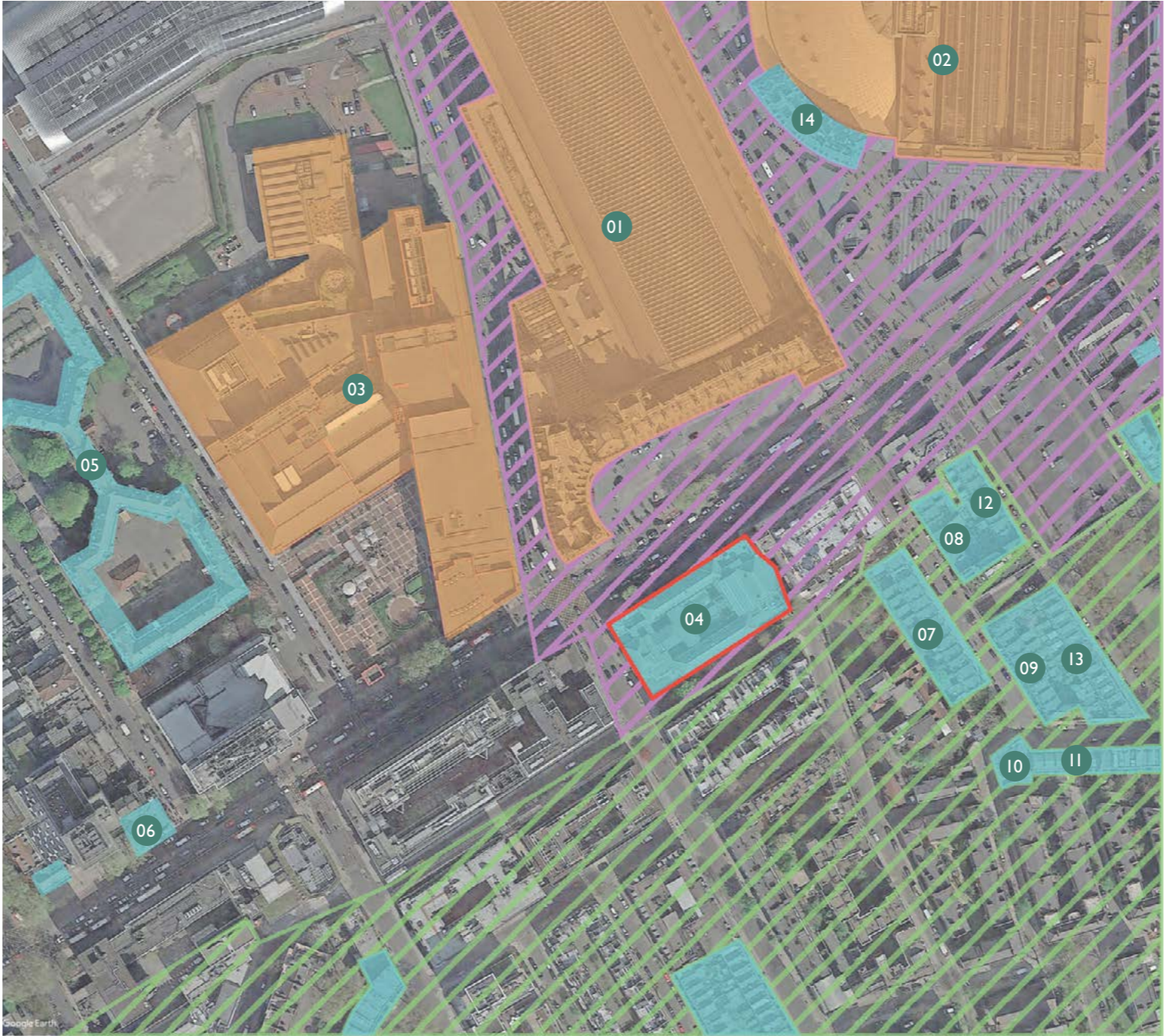
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SECTION 2.0: CAMDEN TOWN HALL

2.2 Listed Buildings and Conservation Area

- The site is subject to a number of heritage designations and also lies within the setting of many others.
- Camden Town Hall is Grade II listed building.
- There are a number of other listed buildings in close proximity to the Town Hall. The closest are St Pancras Chambers & Station and St Pancras Renaissance Hotel and the British Library, both Grade I listed and located on the north side of Euston Road opposite the site.
- The site lies at the southern edge of the Kings Cross St Pancras Conservation Area.
- The site also lies adjacent to the northern edge of the Bloomsbury Conservation Area.



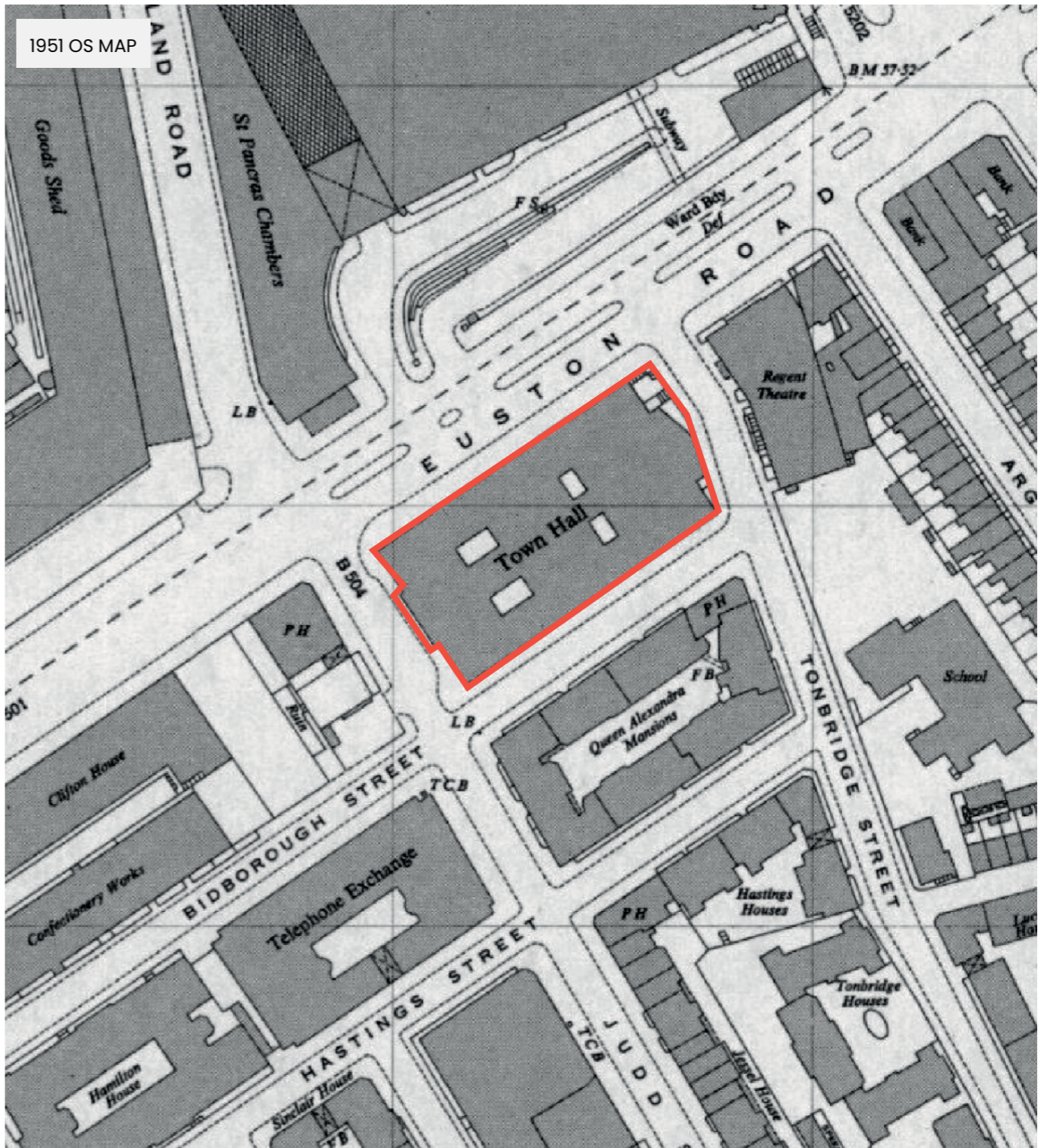
KEY

- Site Boundary
- Grade I Listed Building
- Grade II Listed Building
- Bloomsbury Conservation Area
- Kings Cross St Pancras Conservation Area
- 01 St Pancras Station and former Midland Grand Hotel
- 02 Kings Cross Station
- 03 The British Library
- 04 Camden Town Hall
- 05 Levita House (including shops)
- 06 The Rocket Public House
- 07 Nos. 22-36 Argyle Street
- 08 Nos. 7-19 Argyle Street
- 09 Nos. 27-43 Argyle Street
- 10 McGlynn's Pub and No.1 Whidburne Street
- 11 Nos. 46-58 Argyle Street
- 12 Nos. 1-8 Belgrave Street
- 13 Nos. 36-47 Argyle Street
- 14 Great Northern Hotel

This plan is not to scale

SECTION 2.0: CAMDEN TOWN HALL

2.3 Historic Development Overview



SECTION 2.0: CAMDEN TOWN HALL

The following timeline provides a brief summary of the historic development of the building and Civic administration within the area. A detailed narrative history can be found in the Heritage Statement.

1846

St Pancras Vestry Hall built on Pancras Road to the north of St Pancras Station and the current Town Hall.

1875

St Pancras Vestry Hall remodelled by H. H. Bridgman.

July 1933

Site acquired for new St Pancras Town Hall on the south side of Euston Road.

December 1933

Albert J. Thomas selected as architect for the new Town Hall.

1934–1937

Construction of the Town Hall containing Civic functions and a public assembly hall.

1947

New refreshment lounge proposed to assembly hall.

June 1953

St Pancras Town Hall decorated for Elizabeth II's Coronation.

1965

The London Borough of Camden established from the former metropolitan boroughs of Hampstead, Holborn and St Pancras. St Pancras Town Hall became Camden Town Hall.

1977

The extension to the Town Hall, known as the Annex, constructed adjacent to the existing building on Euston Road, with a connecting bridge link.

1996

The Town Hall is Grade II listed.

2015

Town Hall Annex is sold and planning permission granted for its conversion to a hotel with a roof extension. The bridge link is demolished.

SECTION 2.0: CAMDEN TOWN HALL

2.4 Evolving Historic Development Plans

The following Historic development plans reflect the built form prior to the construction works undertaken within recent refurbishment.

BASEMENT

- Original (1937)
- Non-Original
- Unknown
- Area outside scope of application
- A Windows/doors opened
- B Opening in partition made
- C Door replaced with window
- D Door/window infilled?
- E Door replaced window into lightwell
- F Staircase removed
- G Lightwell infilled

This plan is not to scale

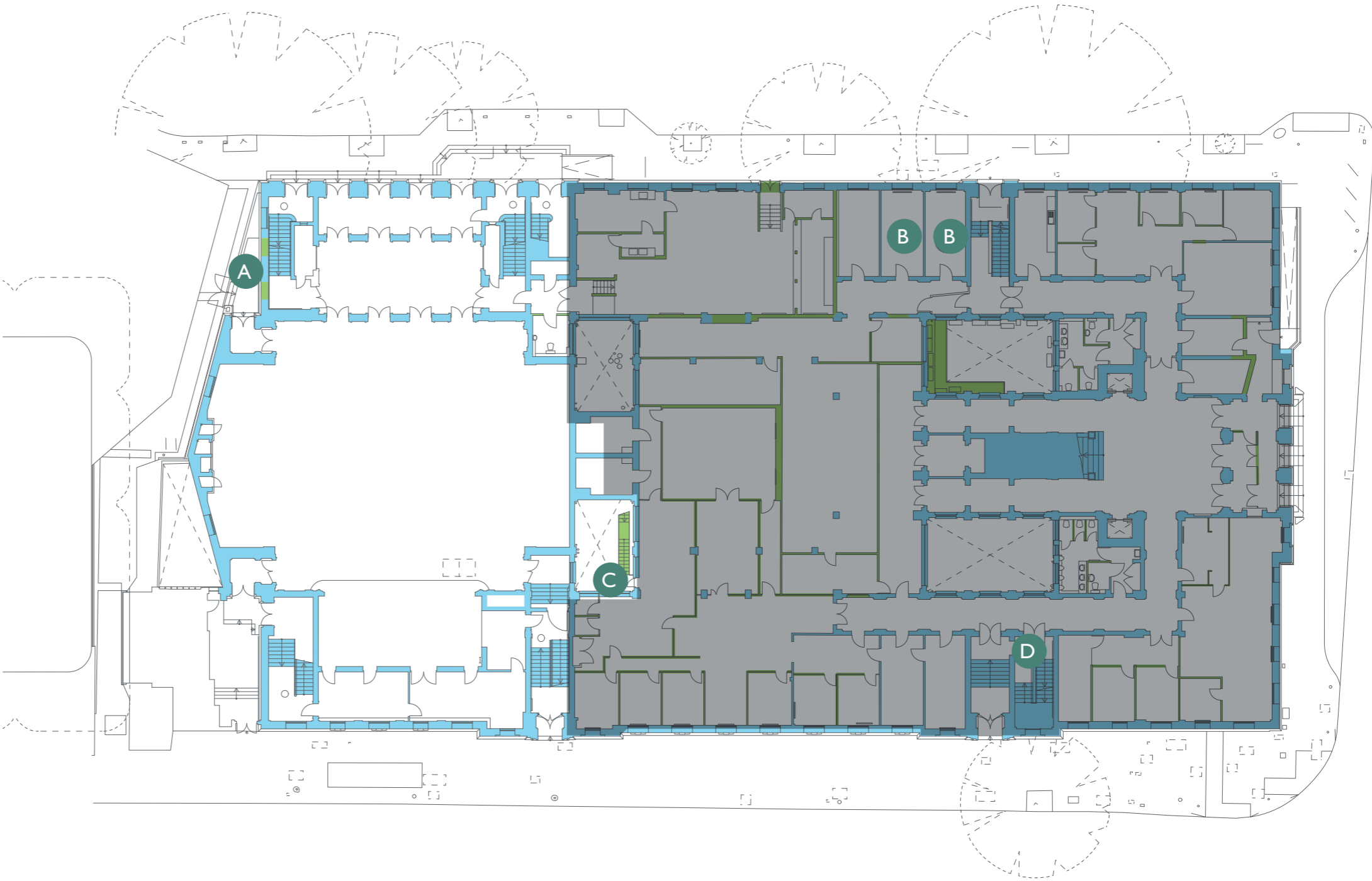


SECTION 2.0: CAMDEN TOWN HALL

GROUND FLOOR

- Original (1937)
- Non-Original
- Unknown
- Area outside scope of application
- A Windows infilled?
- B Sub-partitions removed
- C Door installed into lightwell
- D Door opened between stairwell

This plan is not to scale

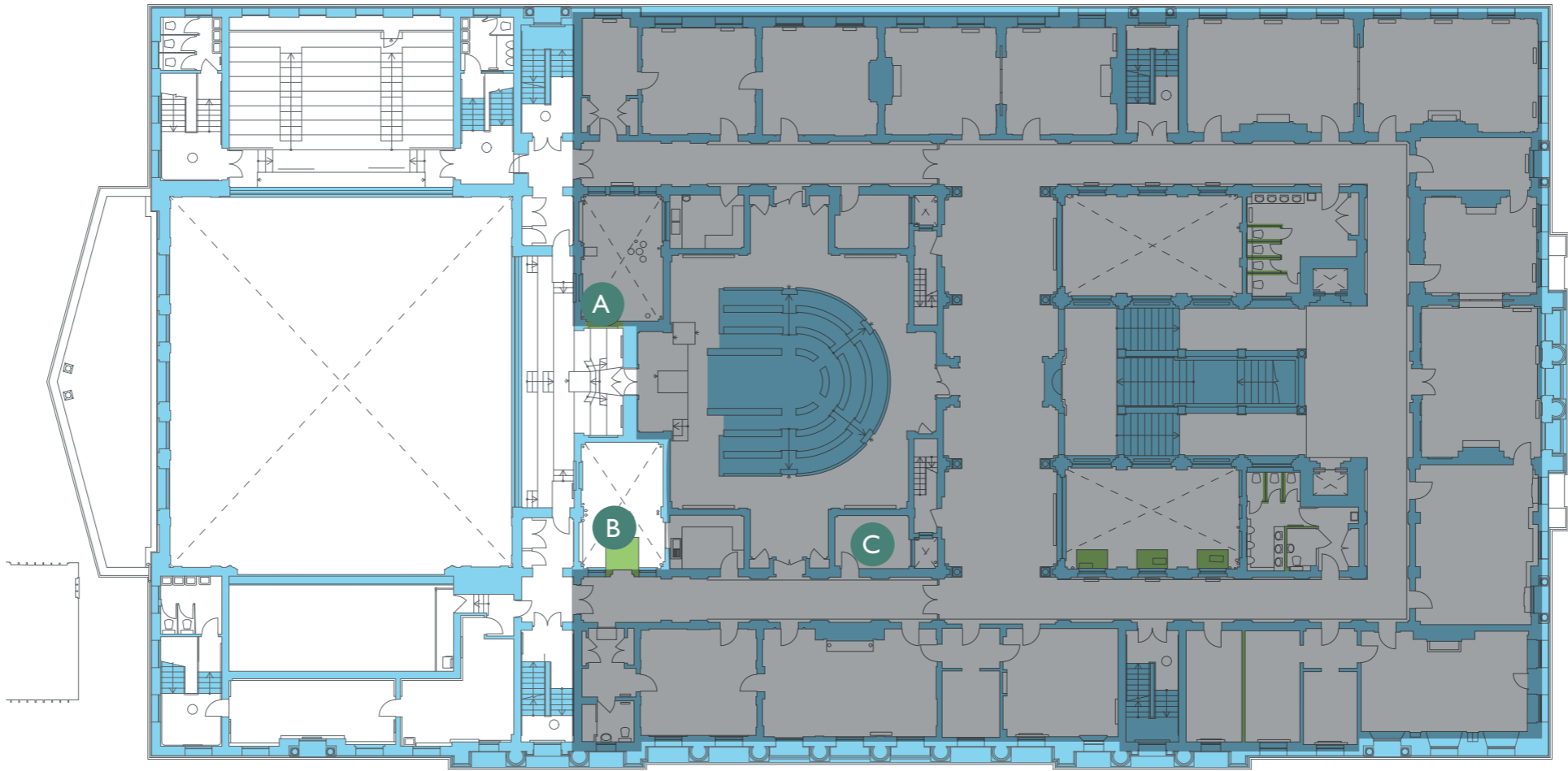


SECTION 2.0: CAMDEN TOWN HALL

FIRST FLOOR

- Original (1937)
- Non-Original
- Unknown
- Area outside scope of application
- A Windows into lightwell infilled?
- B Window to lightwell infilled and platform lift enclosure inserted
- C Wall removed

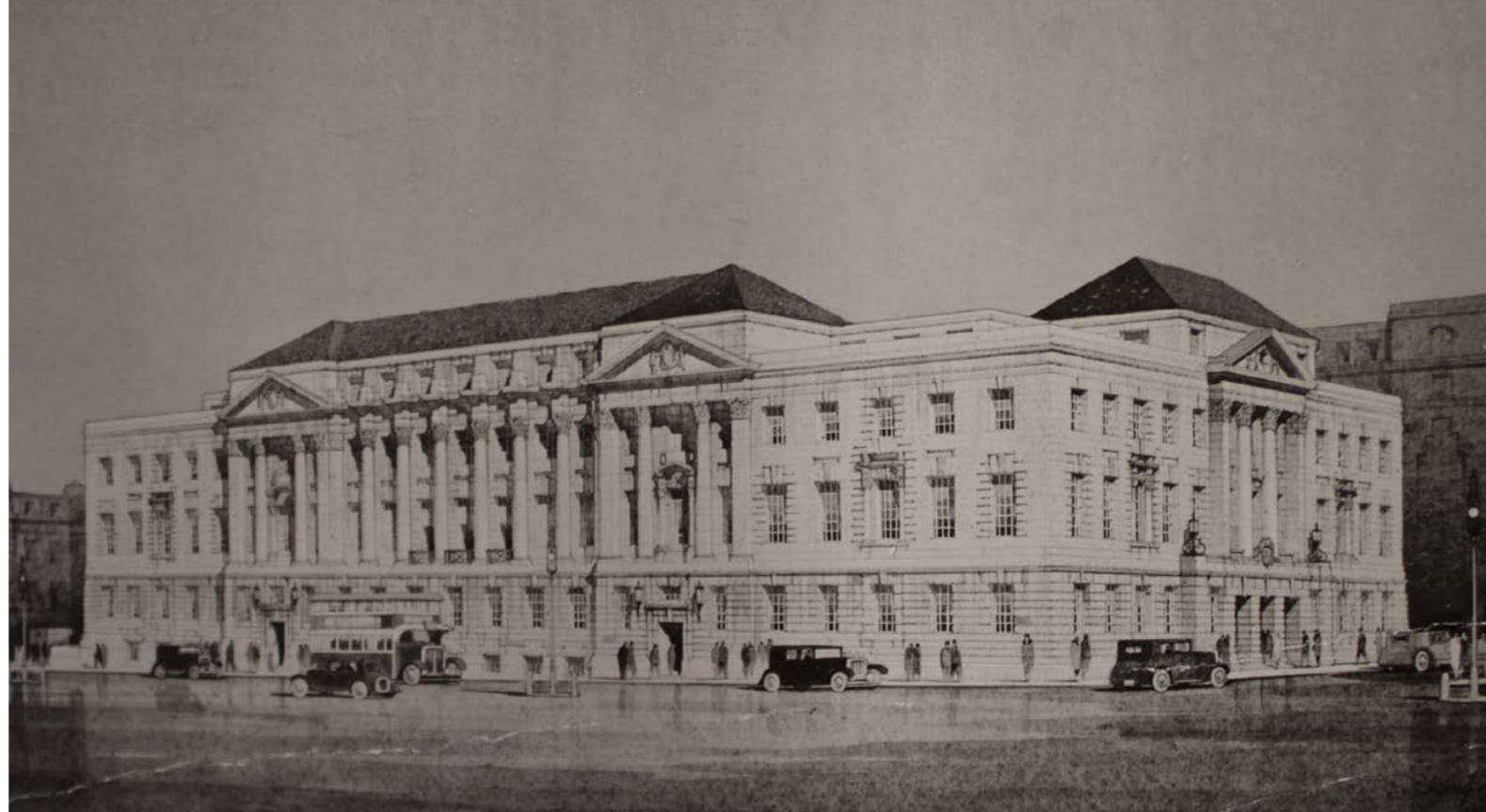
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SECTION 2.0: CAMDEN TOWN HALL

2.5 Areas of Significance

- The formal civic functions of the building, ceremonial entrance / route to Council Chamber and material richness in these spaces.
- The communal value of a town hall use, expressed in the routine functions and the external appearance of the building.
- The communal value derived from the Camden Centre.
- The aesthetic value of the classical elevations of the building and to a greater extent the decorative interiors at ground and first floor levels.
- As an example of an inter-war civic building.
- The plan form including symmetry in the town hall and contrasting orientation between the town hall and Camden Centre.
- Connection with architect A. J. Thomas who formerly worked for Edwin Lutyens.
- The contribution the building makes to the Kings Cross / St Pancras Conservation Area, key views and other heritage assets.



SECTION 2.0: CAMDEN TOWN HALL

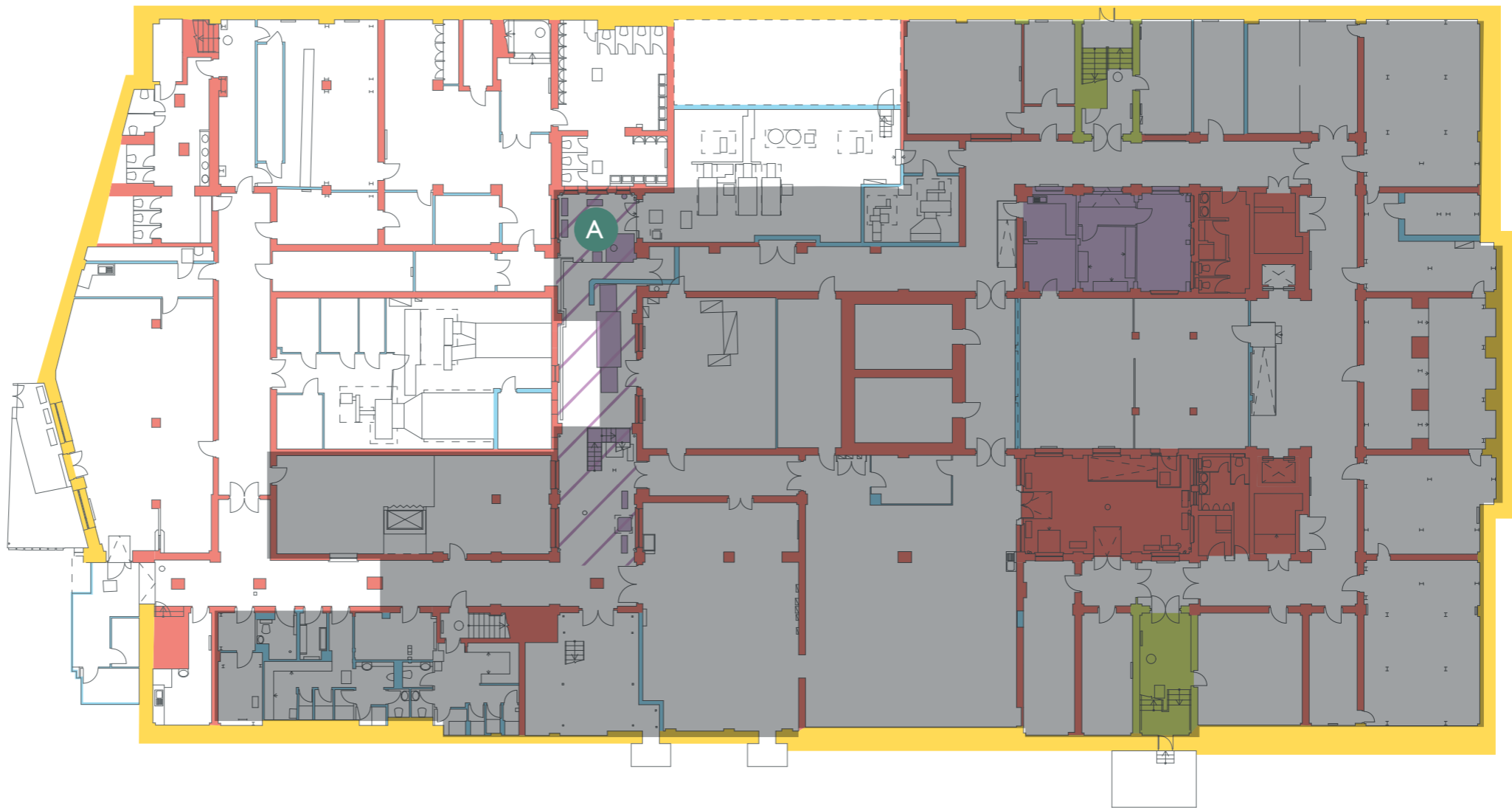
The following Significance plans reflect the built form prior to the construction works undertaken within recent refurbishment.

BASEMENT

- Very High
- High
- Medium
- Low
- Neutral
- Detrimental

A There is a lot more plant in this lightwell than is shown on this plan

This plan is not to scale



SECTION 2.0: CAMDEN TOWN HALL

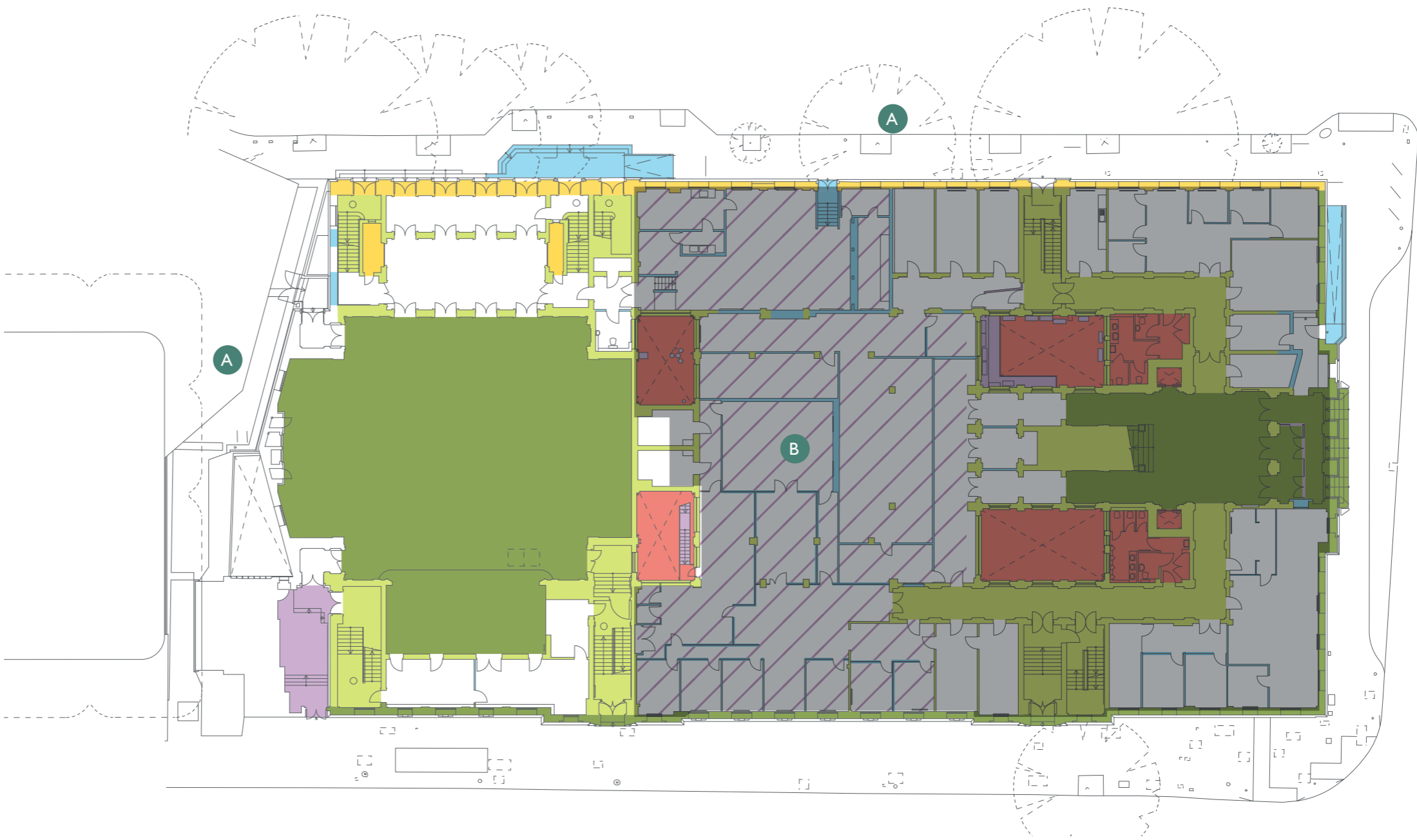
GROUND FLOOR

- Very High
- High
- Medium
- Low
- Neutral
- Detrimental

A These more secondary elevations are of lower significance due to not being on principal streets or containing a main entrance

B Whilst the individual partitions in this are of neutral value, collectively they are detrimental as they have changed the character and reduced the legibility in this area

This plan is not to scale



SECTION 2.0: CAMDEN TOWN HALL

FIRST FLOOR

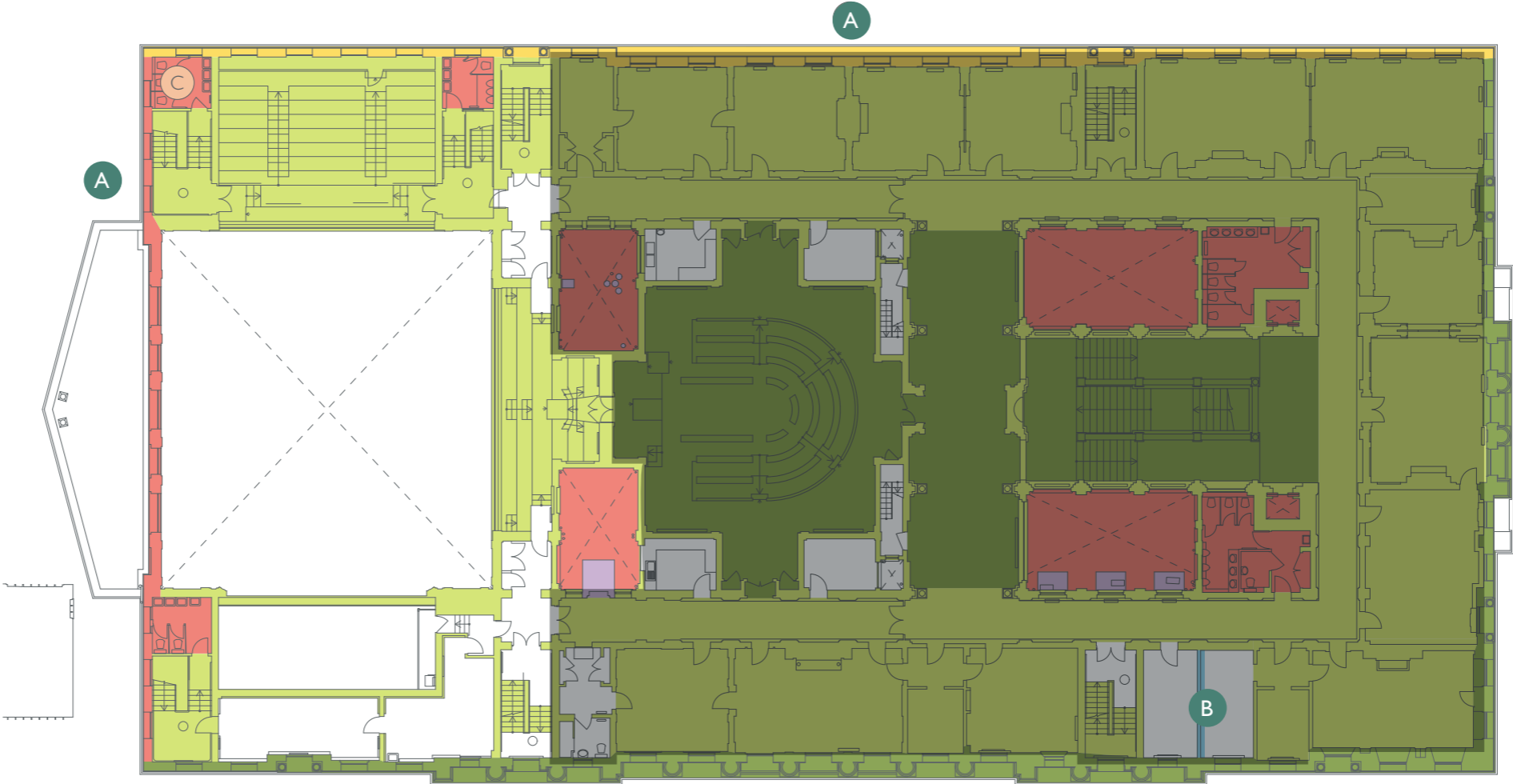
- Very High
- High
- Medium
- Low
- Neutral
- Detrimental

A These more secondary elevations are of lower significance due to not being on principal streets or containing a main entrance

B This partition is detrimental as it is the only change to the floor plan in this level.

C Original WC fixtures and fittings in this area

This plan is not to scale



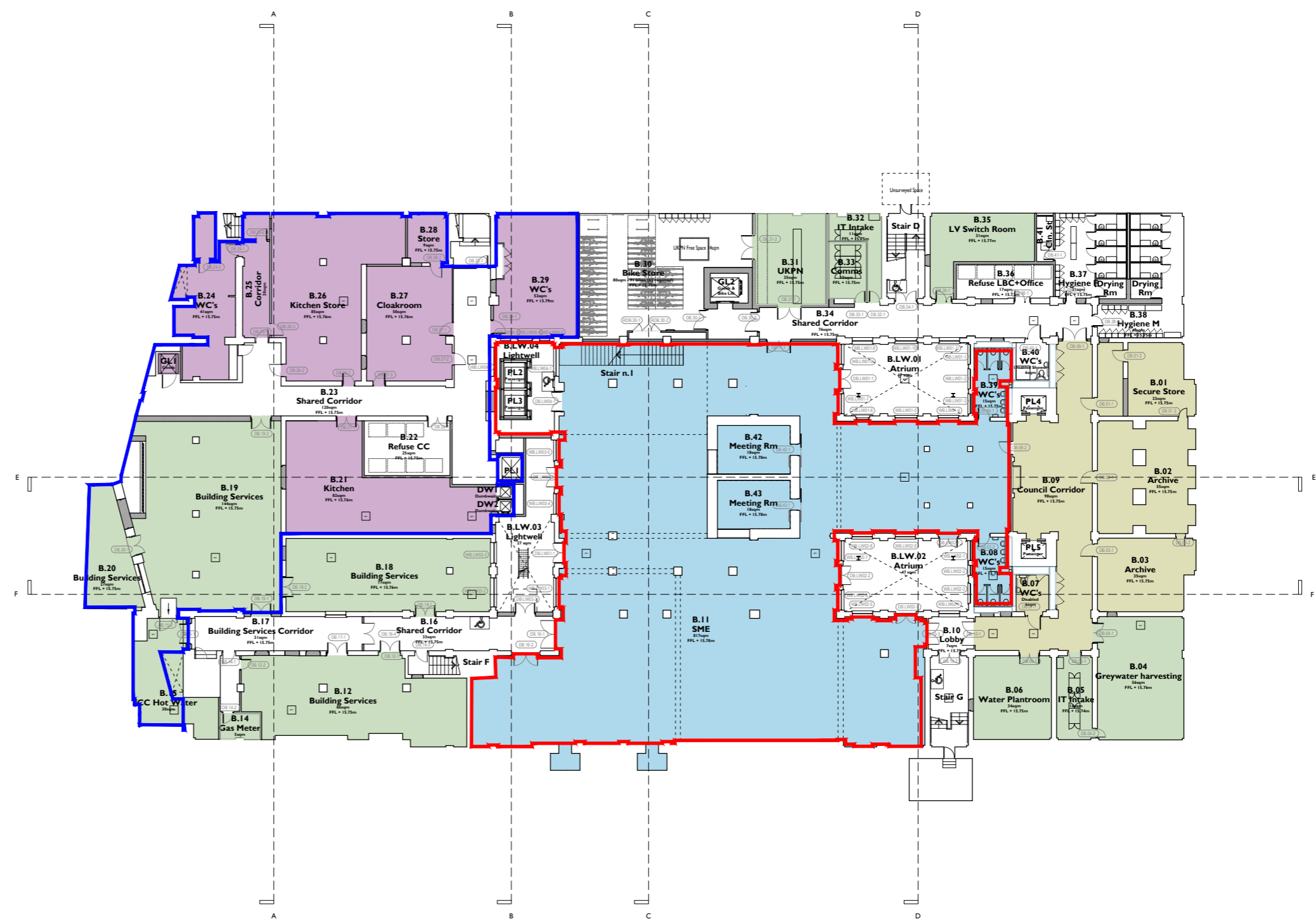
SECTION 3.0: EXISTING PLANS

The following Existing Plans reflect the consented layouts, as part of the recent refurbishment. Areas of tenant demise are indicated.

BASEMENT

- Camden Centre
- Commercial Space
- Civic / Democratic spaces and CTH dedicated space
- Plant areas
- Bidborough Works Demise
- Camden Centre Demise

This plan is not to scale

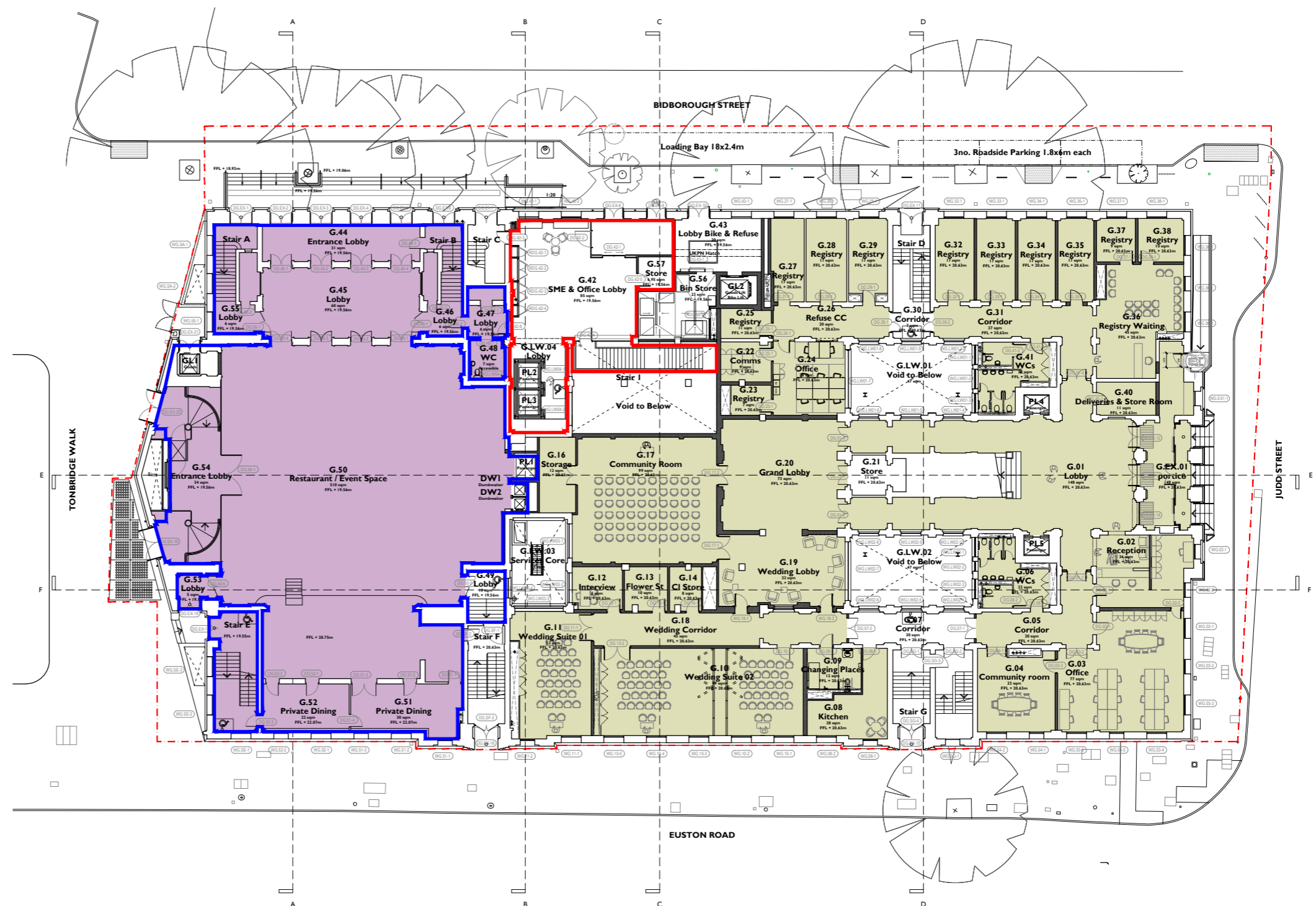


SECTION 3.0: EXISTING PLANS

GROUND FLOOR

- Camden Centre
- Commercial Space
- Civic / Democratic spaces and CTH dedicated space
- Plant areas
- Bidborough Works Demise
- Camden Centre Demise

This plan is not to scale



SECTION 3.0: EXISTING PLANS

FIRST FLOOR

- Camden Centre
- Commercial Space
- Civic / Democratic spaces and CTH dedicated space
- Plant areas
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- Camden Centre Demise

This plan is not to scale

