

10.0 APPENDICES

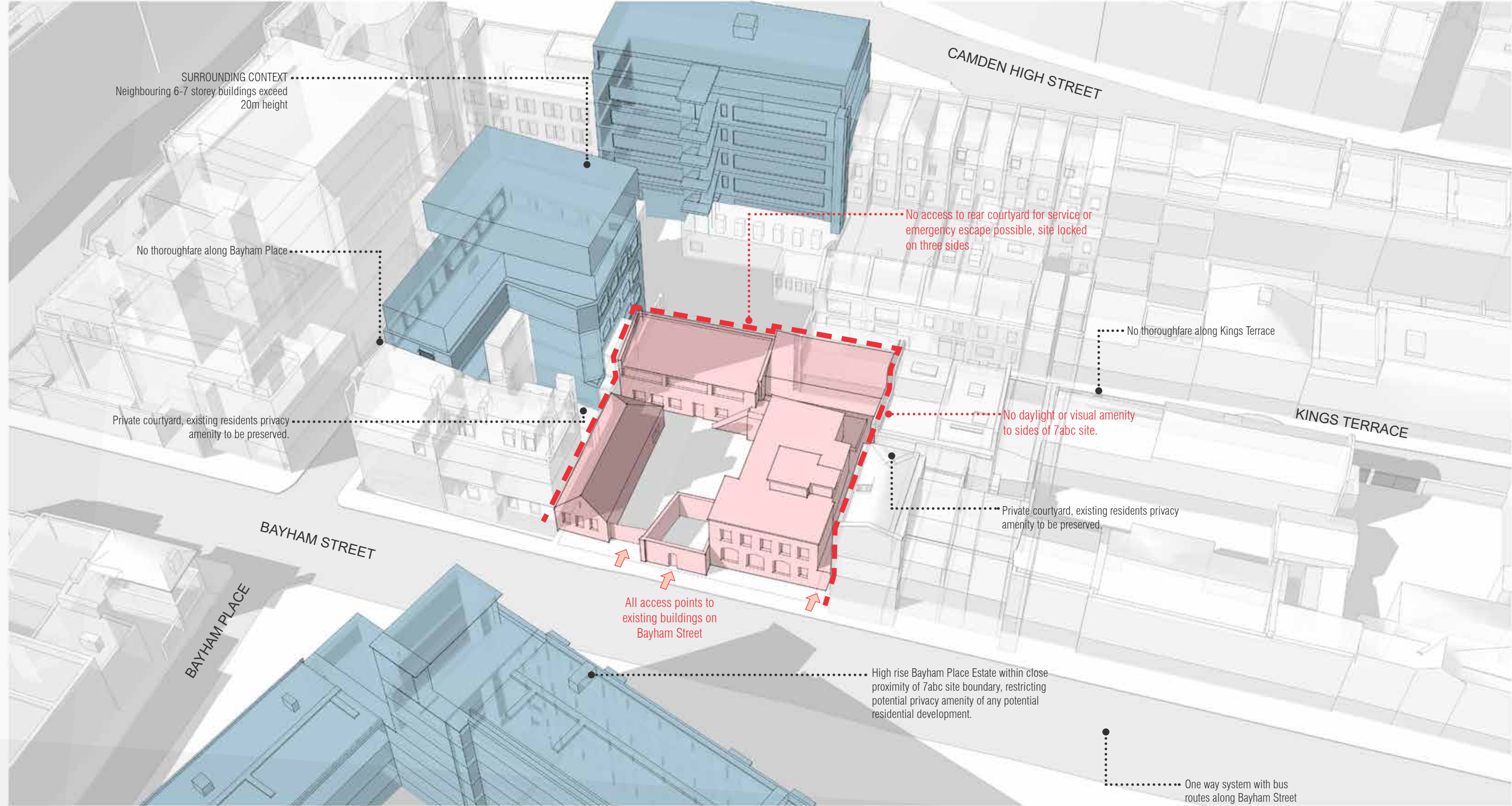
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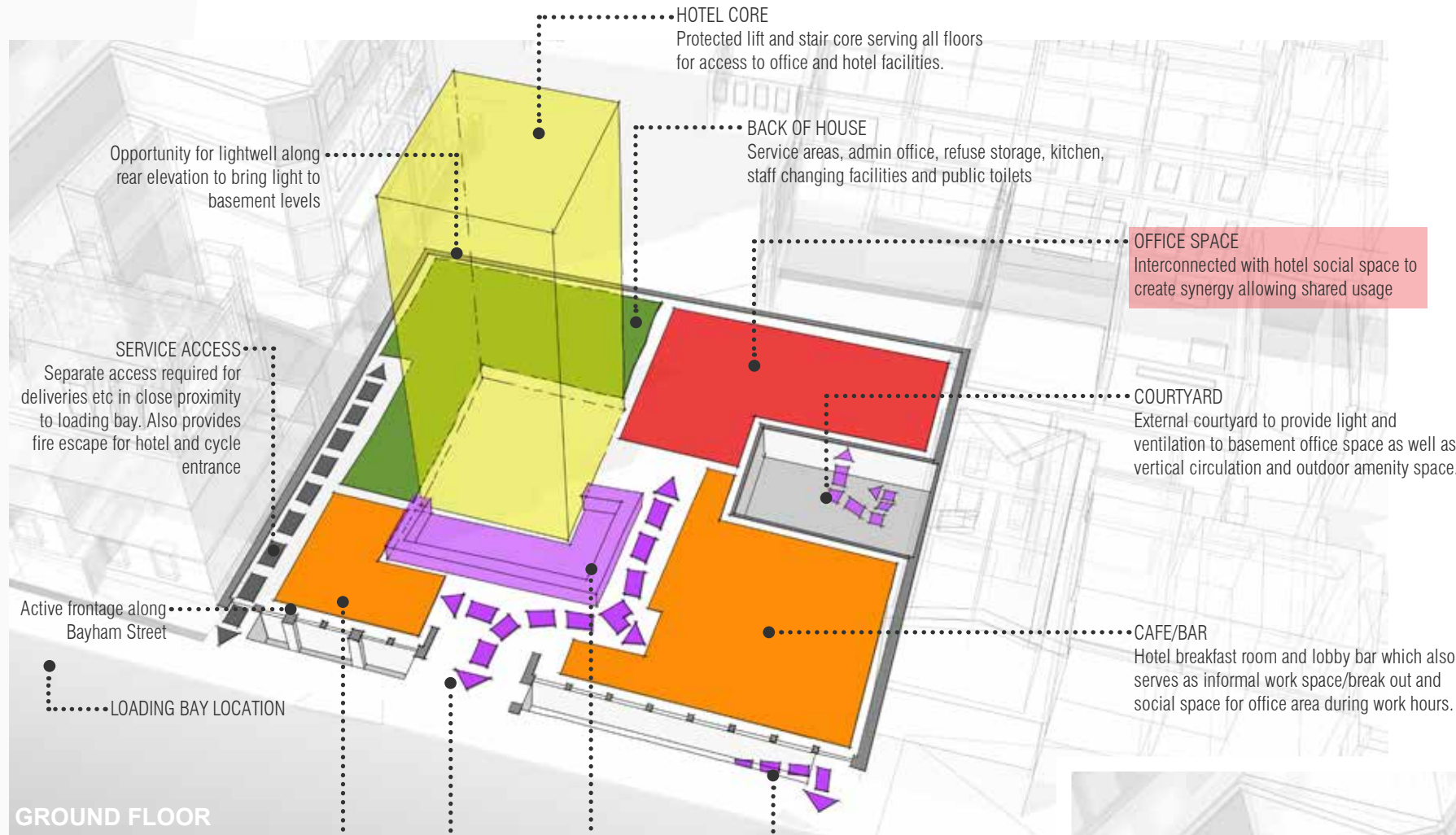


The **7abc** **MIXED USE**
STUDY

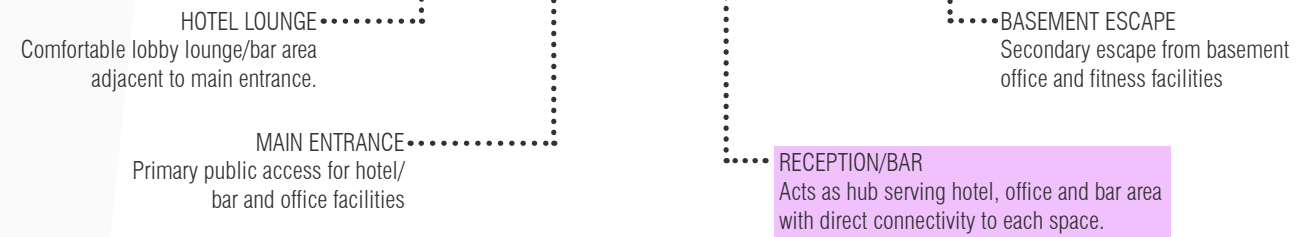
Proposal for
7abc Bayham Street
London
NW1 0EY

ambigram architects





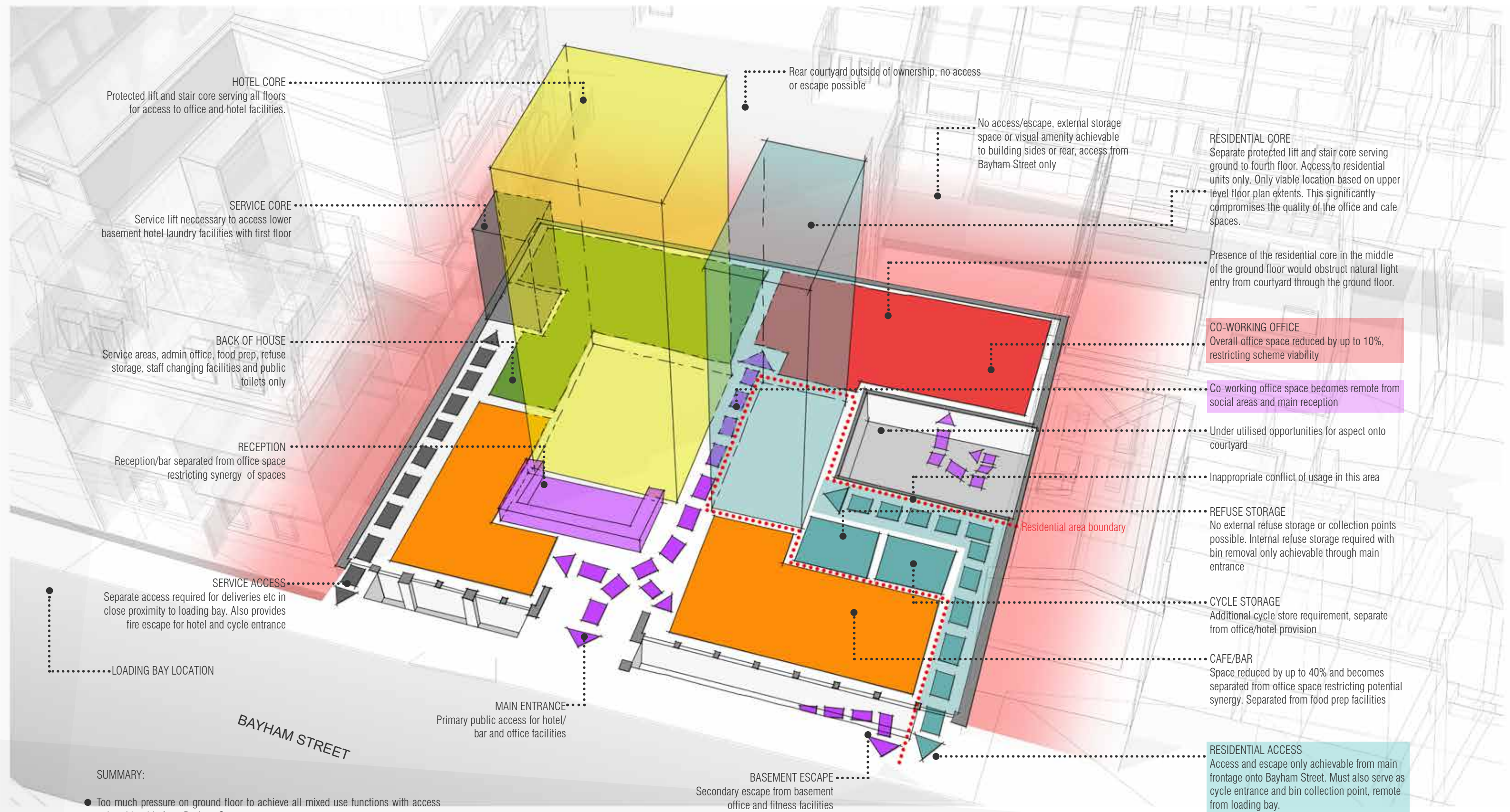
GROUND FLOOR



FIRST FLOOR (INDICATIVE OF UPPER LEVELS)

SUMMARY:

- Hotel social and office spaces interconnected with single reception/bar acting as a central hub.
- Cafe/bar serves as extension to co-working space providing informal work and meeting space whilst in turn promoting lively atmosphere for hotel social environment throughout the day.



HOTEL CORE
Protected lift and stair core serving all floors for access to office and hotel facilities.

SERVICE CORE
Service lift necessary to access lower basement hotel laundry facilities with first floor

BACK OF HOUSE
Service areas, admin office, food prep, refuse storage, staff changing facilities and public toilets only

RECEPTION
Reception/bar separated from office space restricting synergy of spaces

SERVICE ACCESS
Separate access required for deliveries etc in close proximity to loading bay. Also provides fire escape for hotel and cycle entrance

LOADING BAY LOCATION

MAIN ENTRANCE
Primary public access for hotel/bar and office facilities

BASEMENT ESCAPE
Secondary escape from basement office and fitness facilities

Rear courtyard outside of ownership, no access or escape possible

No access/escape, external storage space or visual amenity achievable to building sides or rear, access from Bayham Street only

RESIDENTIAL CORE
Separate protected lift and stair core serving ground to fourth floor. Access to residential units only. Only viable location based on upper level floor plan extents. This significantly compromises the quality of the office and cafe spaces.

Presence of the residential core in the middle of the ground floor would obstruct natural light entry from courtyard through the ground floor.

CO-WORKING OFFICE
Overall office space reduced by up to 10%, restricting scheme viability

Co-working office space becomes remote from social areas and main reception

Under utilised opportunities for aspect onto courtyard

Inappropriate conflict of usage in this area

REFUSE STORAGE
No external refuse storage or collection points possible. Internal refuse storage required with bin removal only achievable through main entrance

CYCLE STORAGE
Additional cycle store requirement, separate from office/hotel provision

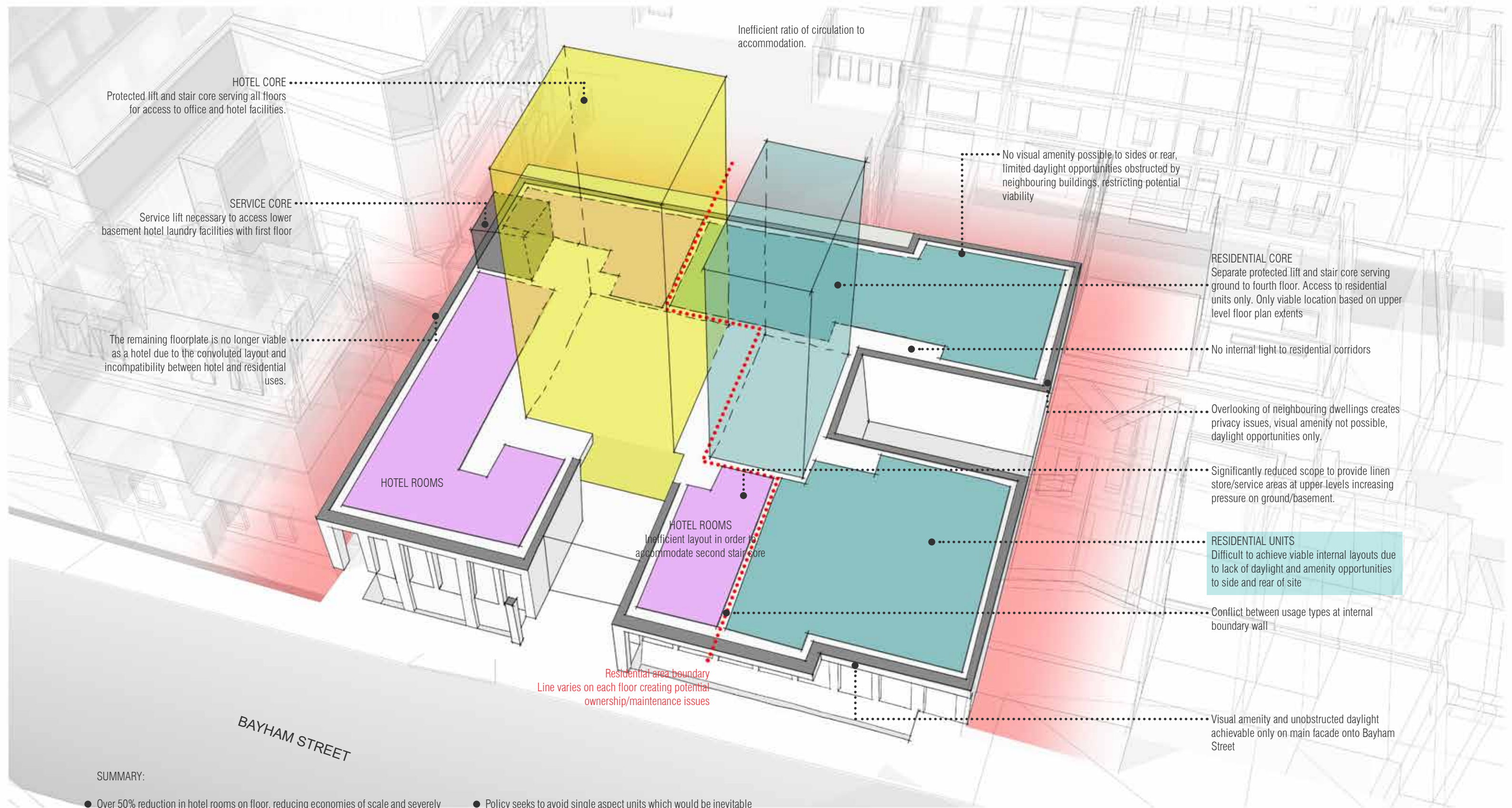
CAFE/BAR
Space reduced by up to 40% and becomes separated from office space restricting potential synergy. Separated from food prep facilities

RESIDENTIAL ACCESS
Access and escape only achievable from main frontage onto Bayham Street. Must also serve as cycle entrance and bin collection point, remote from loading bay.

The use of this access, shared between residents, bin collections, and bike stores would lead to severe inconvenience and obstruction.

SUMMARY:

- Too much pressure on ground floor to achieve all mixed use functions with access only achievable from Bayham Street.
- Layout constrained by requirement to provide vertical circulation in a location to serve all upper levels. Restricted layout would serve to undermine commercial success of concept and jeopardise scheme viability.
- Inefficient and convoluted ground floor layout, would harm synergy between uses.



HOTEL CORE
Protected lift and stair core serving all floors for access to office and hotel facilities.

SERVICE CORE
Service lift necessary to access lower basement hotel laundry facilities with first floor

The remaining floorplate is no longer viable as a hotel due to the convoluted layout and incompatibility between hotel and residential uses.

HOTEL ROOMS

HOTEL ROOMS
Inefficient layout in order to accommodate second stair core

Inefficient ratio of circulation to accommodation.

No visual amenity possible to sides or rear, limited daylight opportunities obstructed by neighbouring buildings, restricting potential viability

RESIDENTIAL CORE
Separate protected lift and stair core serving ground to fourth floor. Access to residential units only. Only viable location based on upper level floor plan extents

No internal light to residential corridors

Overlooking of neighbouring dwellings creates privacy issues, visual amenity not possible, daylight opportunities only.

Significantly reduced scope to provide linen store/service areas at upper levels increasing pressure on ground/basement.

RESIDENTIAL UNITS
Difficult to achieve viable internal layouts due to lack of daylight and amenity opportunities to side and rear of site

Conflict between usage types at internal boundary wall

Visual amenity and unobstructed daylight achievable only on main facade onto Bayham Street

Residential area boundary
Line varies on each floor creating potential ownership/maintenance issues

BAYHAM STREET

SUMMARY:

- Over 50% reduction in hotel rooms on floor, reducing economies of scale and severely damaging commercial viability, no opportunity for housekeeping requiring relocation to lower levels, increasing pressure and requiring service lift.
- No opportunities for external amenity space and visual amenity only achievable from Bayham Street facade, severely impacting potential to provide viable residential unit layouts.
- Policy seeks to avoid single aspect units which would be inevitable within this floorplate.
- Lack of opportunity for external terraces or amenity spaces.



Hotel + Office GEA: 664m²
Residential GEA: 0m²



Hotel + Office GEA: 419m²
Residential GEA: 214m²



Hotel + Office GEA: 544m²
 Residential GEA: 70m²



Hotel + Office GEA: 254m²
Residential GEA: 295m²

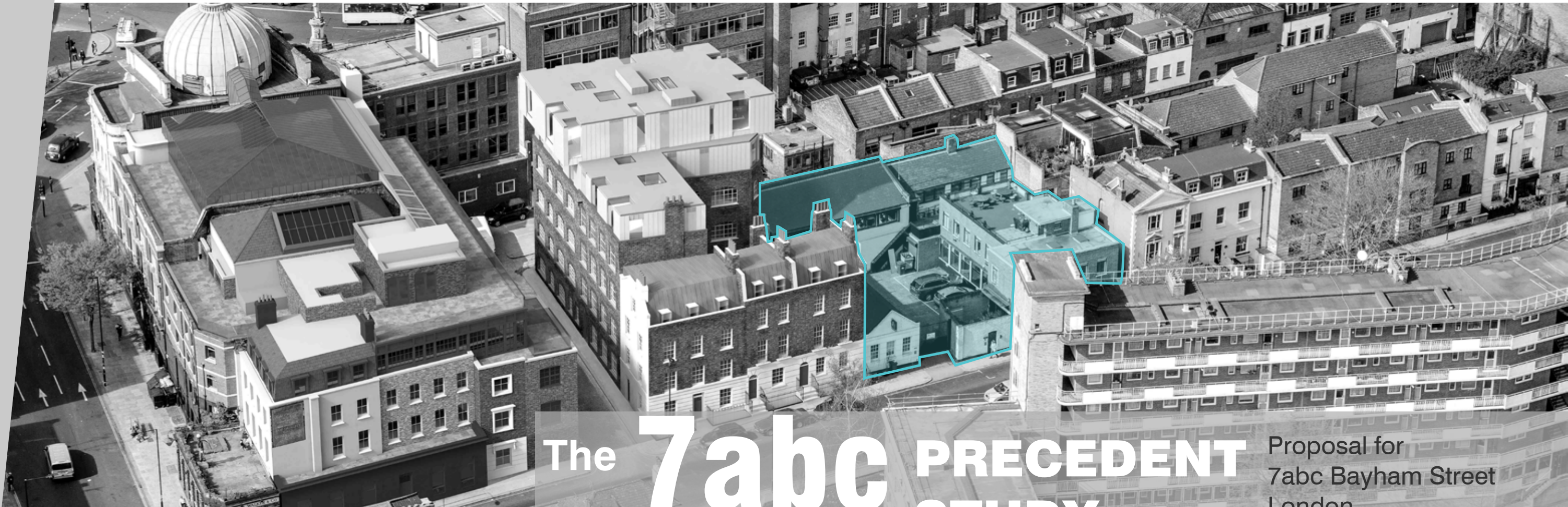


Hotel + Office GEA: 281m²
Residential GEA: 220m²





Hotel + Office GEA: 0m²
Residential GEA: 260m²



The **7abc** **PRECEDENT**
STUDY

Proposal for
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Camden Lock

Historic Buildings Around Camden Lock

Buildings typically defined by stonework or London Stock Brick type façades with large openings with deep recessed mullion windows. Much of the local aesthetic is defined by the historic context of warehouse and factory buildings, denoting the historic industrial use of the Camden area. Particularly notable is the regular use of arch window openings and strong head and cill details around the central Camden and canalside areas.



Camden Lock Proposals

Proposed Redevelopment

Proposals to update the historic Camden Lock Market area show a starkly contrasting contemporary architectural intervention with subtle choice of materiality to reflect the historic context.



Camden Lock Proposals

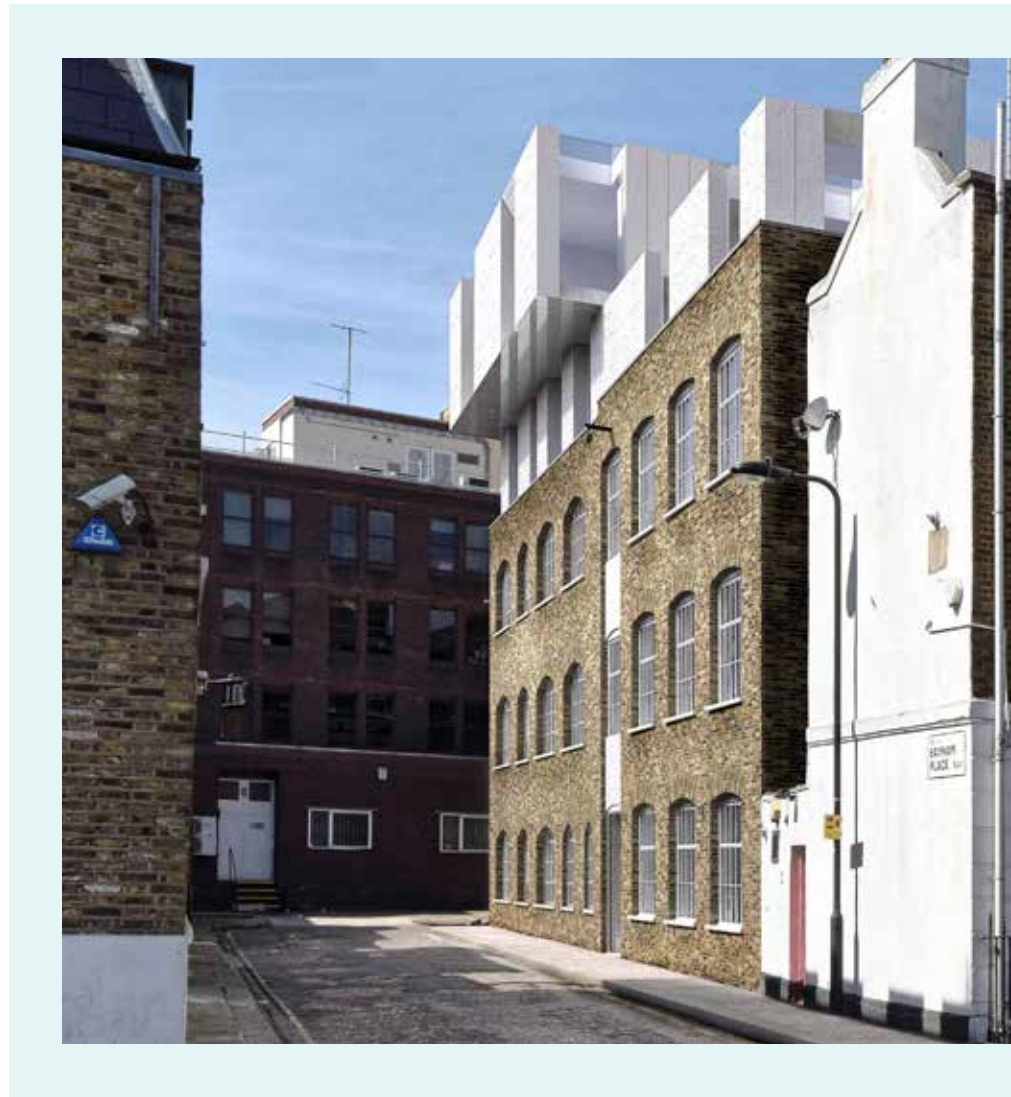
Contrasting Details

Historic character is reflected in the materiality of the proposed redevelopment whilst a more current aesthetic is achieved through use of recessed brick panels with contemporary windows and timber or metal panels.



Greater London House Offices

The industrial aesthetic has been embraced with a contemporary twist in the recently restored Cerreras Cigarette factory close to the 7abc Bayham Street site. This scheme is defined by elongated vertical bays infill with contemporary windows with traditional mullions and sash bars to respond to the historic context.



Bayham Place

The adjacent Bayham Place typifies the local architectural character of Camden, with orderly use of brick and large window openings to form a simple and utilitarian facade appropriate to the industrial heritage of the historic context.

This former piano factory demonstrated the versatility of industrial architecture and has been well suited to contemporary redevelopment with the addition of a three storey roof extension including a contemporary aluminium cladding element in contrast to the historic facade at lower level.

KOKO London

The KOKO music venue is most notable due to its historic and highly decorative render facade, though the sides and rear present a much more industrial quality more familiar in the local context in the vicinity of Camden High street. The Crowndale Road facade utilises recessed vertical brick bays at upper levels with infill elongated window openings.





History of KOKO | Suburban Theatre to Music Icon

KOKO London opened in 1900 as the Camden Theatre, designed by the prominent Australian born architect, William Sprague, (1863-1933) who was a prolific theatre designer behind a number of London's most iconic west end venues, including the demolished Olympic Theatre and Wyndham's Theatre at Leicester Square. At its opening, the Camden Theatre was the largest venue outside of the west end though with rapidly changing culture, the venue transformed numerous times from 1911 onwards becoming a cinema, a BBC radio theatre and its most recent incarnation as a night club and music venue.

The building, located on a prominent location on Camden High Street was first listed in 1972 at Grade II status. Over its lifetime it has hosted a range of iconic acts in theatre and music, often at the forefront of music trends.

In the 1970's, the venue, then known as The Music Machine, became a prominent landmark in the New Wave and Punk music revolution before being re-branded as the Camden Palace in the early 1980's and evolving with music trends to become a synth pop and electronic icon for the New Romantic movement through the 1980's and later a rave venue through the 1990's.

By the 2004, the venue was no longer in use and had become run down though following a multi-million pound restoration process, the venue was re-opened as KOKO London. A recent planning application to further restore the historic character and upgrade and expand the venue has been approved by Camden Council.

Proposed Works | Planning Approved

There is proposed works for the 'KOKO block', which includes the derelict Hope & Anchor pub, and the currently derelict 1 Bayham Street and 65 Bayham Place, all previously used as B1 office space. Although the buildings are formed in a cluster, the proposal is conceived as a separate building and business from KOKO itself.

The current proposal seeks to address KOKO itself by providing a sensitive restoration of the façade and reinstatement of the cupola, whilst providing a new 32-bedroom boutique hotel with restaurant, roof-top terrace bar and recording studio.

The fly-tower will be converted to provide a luxury suite for artists to stay in during performances, but is also open to the general public to hire out for events. The fly-tower will provide accommodation over two floors.

The building steps back by five meters at third and fourth floor, The glazed extension is stepped back by 5 meters from the roof parapet at third and fourth floor to ensure its visual impact at street level is reduced when viewed from Camden High Street and looking east along Crowndale Road.



Existing aerial view with 7abc Bayham Street site in Blue



Indicative proposed aerial view with 7abc Bayham Street site in Blue

Basements are proposed beneath both the Hope & Anchor, and at the corner of Bayham Street and Bayham Place, subsequent to the removal of the existing 3 storey building on the same corner.

The indicative proposed elevations of Bayham Street and Bayham Place are sensitive to the brick and character of the original building. The proposed scheme intends to reinstate the character of the 19C piano workshops which are indigenous to the local area. This is implemented in the form of the detail of the brickwork and window openings to match that of a workshop/warehouse typology. The inspiration for choice of material and detailing was taken by looking at particular precedent studies such as e.g. metal framing with crittall type windows familiar with industrial era buildings in the area.



Existing view from Bayham Street



Indicative proposed view from Bayham Street



Existing view from Mornington Crescent underground station



Indicative proposed view from Mornington Crescent underground station

The upper part of the new building will be set in London stock bricks. Two modest 4-sash windows inhabit each room, which are operable to both the bedroom and bathroom. London stock brick and stucco joinery sash windows makes up the corner building where Bayham place and Bayham Street meet, which is one of the most prominent views, and sensitive due to the change in level from the dome of KOKO.

The extension is comprised of an industrial grid steel frame and glazing and ribbed in sections for privacy, and adheres materially to the front elevation at ground floor of the Hope & Anchor, which showcases green glazed bricks and dark rendering. This new green glazed brick works its way from the top of the extension and wraps around the building, making up a large portion of the Bayham Place elevation.



The Interchange Camden

Camden Warehouses - Regents Canal

Similar examples which demonstrate the industrial aesthetic can be found all around the central Camden area, in particular along the Regents Canal, with similar use of large window openings with deeply recessed mullion windows in orderly vertical bays.



Warehouses, Regents Canal



Albert Works, Sheffield

Contemporary Intervention

Designed in a simple aesthetic for a utilitarian purpose, industrial type buildings like factories and warehouses have always been adaptable and well suited to accommodate contemporary interventions which can contrast well with their existing historic character. There are many successful examples of this in the local area and further afield.



Coal Office, Kings Cross





Greenland Place



Greenland Street



Pratt Mews



Jamestown Road



Camden Street

Conservation Area

Camden conservation area is notable for its diverse architecture ranging from grand residential terraces juxtaposed with former industrial buildings as well as the iconic streetscapes around the Camden Market area.

Crucially, there is a broad diversity of scale and materiality which gives the locality its unique character. The 7abc Bayham Street site sits on the edge of the Camden Town conservation area with distinctive examples of contrasting historic and contemporary architecture on the surrounding streets with a notable contrast between residential scale and industrial sitting side by side throughout the local context.



Getty Images, Bayham Street



84 & 86 St Pancras Way



Belgrove Street



Central Saint Martins



Central Saint Martins



Kings Cross Canal



Kings Cross Canal



German Gymnasium



German Gymnasium



Coal Office



Kings Cross



Colonel Fawcett Pub, Camden

Zetter Clerkenwell
86-88 Clerkenwell Road, London
59 boutique rooms

Modern vintage aesthetic with quirky interiors.

Club Zetter aspect of the hotel works in partnership with Central Working to provide informal collaborative work and events space.



Frontage - Visually permeable facade to form relationship with public street



lobby lounge



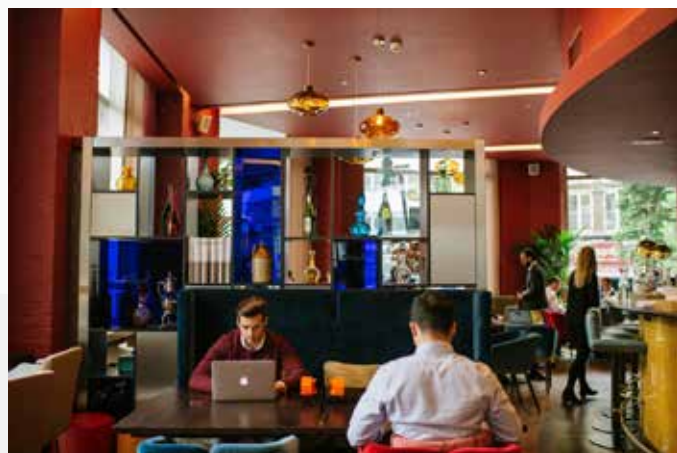
Lounge bar



roof deck



Balcony, full height openings create internal balcony



co-working space within hotel lounge



Dining area



bedroom

The Dean
33 Harcourt St, Saint Kevin's, Dublin 2, Ireland

Trendy, dark rendered interiors, modern, paired with vintage furniture. Social spaces include a lobby with communal tables and a cafe and bar, as well as a rooftop restaurant.



Double bed bedroom



Twin bed bedroom



Cafe & bar



Lobby lifts and stair



Lobby cafe lounge



Rooftop Restaurant

Schani Hotel
Karl-Popper-Straße 22, Vienna
135 rooms

Quirky contemporary interiors to suit younger/hipster crowd with smartphone rooms keys.

Provides co-working and events/art spaces within the bar/cafe space.



Schani Hotel, Vienna
Combines contemporary hotel and bar/restaurant with co-working space



perforated cladding facade informs contemporary interiors



boutique hotel and co-working space, Vienna



lobby lounge
- champagne cork stools and wire tables



bedroom with sleeping area on mezzanine above



hot desk work space



flexible workspace/events



rentable personal work spaces



hipster vehicle storage

CitizenM
40 Trinity Square, London EC3N 4DJ

Cool, contemporary hotel. White rendered with pops of bright colour. Features chic, laid-back lounge with armchairs and books on art and design.



Bedroom



Bedroom



Bedroom with shower pod



Cafe & lounge



Lounge



Sky view bar

Urban boutique hotels with co-working office spaces

Potential facilities and services to attract prospective tenants:

- hot desking or dedicated work space, inc personal workspace i.e. desk within a communal space, semi private booths or full office for personal use.
- communal areas for social interaction, informal meet-ups and informal working environments
- drinks and snacks, either through a bar/coffee shop facility or self service areas
- Practical facilities, i.e print rooms, 'telephone booths' for private calls + video conferencing, quiet workspace/break out areas, bike storage/showers for commuters.
- Lockable storage facilities

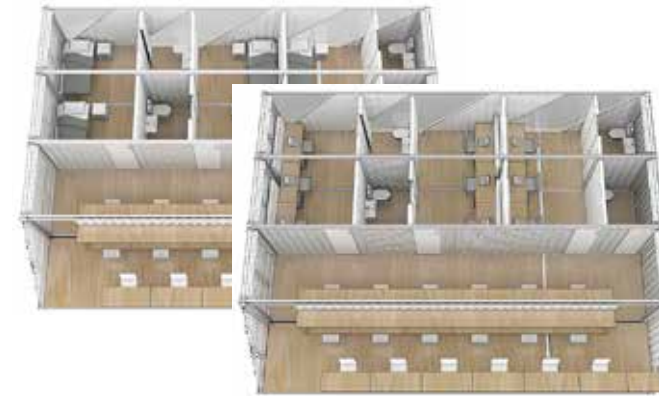
- Meeting/conference rooms for formal meetings and events
- Fun environments for social interaction, i.e comfy seating (bean bags etc.), tv services, table tennis or pool table...
- Flexible bedrooms which can be used as private workspace



The Den, London, informal office co-working



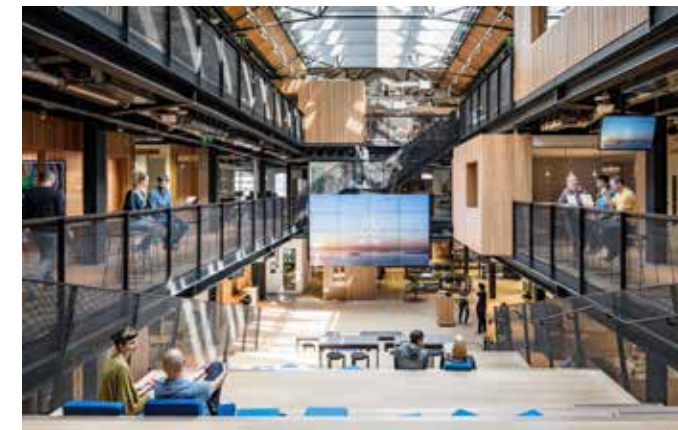
Elephant Hotel, Southwark, London, pared back space for low budget, artists and graduates with 'clean' or 'messy' spaces.



LOT-EK, New York, USA. flexible hotel rooms, guest can rent out as office space during the day for a rebate on room fees.



Volkshotel, Amsterdam, daytime flexible office space, evening bar and night club space and hotel accommodation.



Air BnB, Dublin, Ireland, central workspace flexible for social and office use.



Ziferblat, Shoreditch. Bohemian workspace with pay by the minute hot desking



WeWork have become one of the leading providers in co-working office accommodation with locations around the world, popular with creative and tech industry start ups and small businesses.



shared reception service



flexible workspace + hot-desking



work lounge



private work areas and meeting rooms



private office space



apartment style social areas



LABS



Work lounge
-monthly fee to access and use flexibly



co-working space



bar area



presentation space



events



bar stool seating



alternative bench and stool seating



Shoreditch, London



entrance foyer bar



- handmade tiles and patterned timber floors
- bespoke theatre-style light grid



cocktail bar with bay seating

Downtown Los Angeles



cocktail bar





MTV Europe | Camden Town



Bevis Marks | City of London



Regent's Place | Euston, London



The Muse | Newington Green, North London



No 1 Poultry | City of London



ACROS Fukuoka | Kyushu, Japan