

5.0

**DESIGN
PRINCIPLES**

ambigram architects

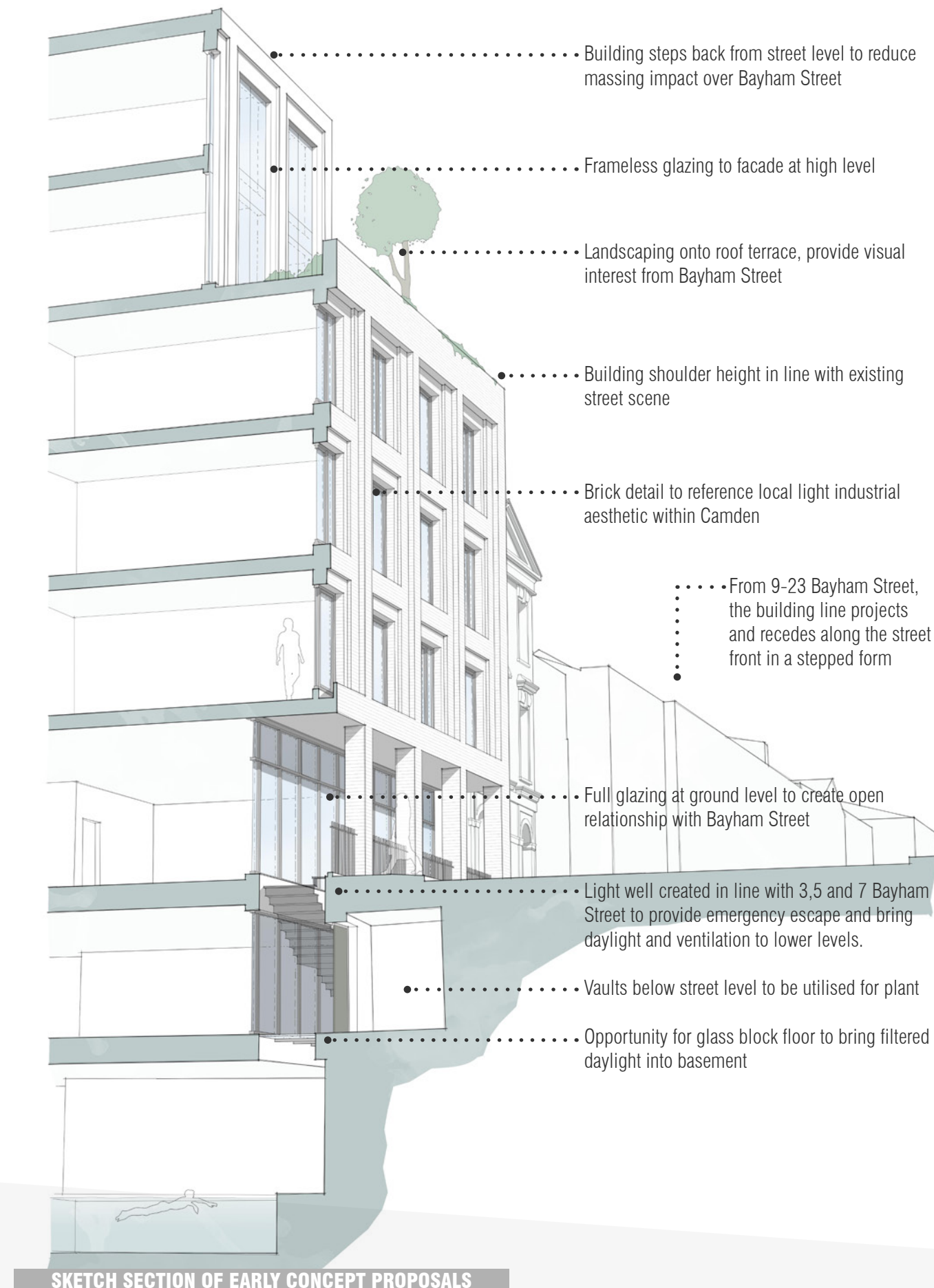
image:
early facade concept for the 7abc Bayham Street site

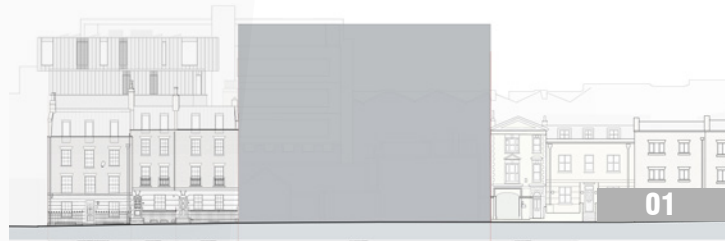
A DESIGN LED APPROACH

Design proposals for the proposed hotel and office at 7abc Bayham Street have not been designed in isolation, but rather as part of an iterative process, with the design team working closely with the local authority to create a scheme which is appropriate in scale and materiality and which will serve to enhance the character of the local context.

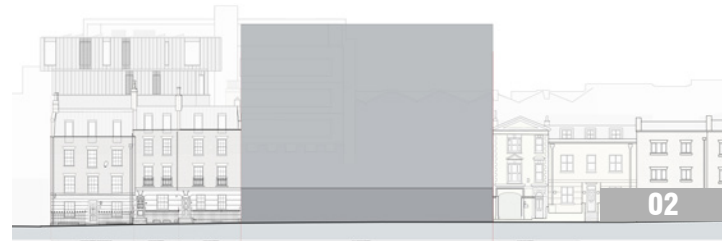
The period up to planning submission in July 2018 has involved an extensive pre-application process with several meetings with the London Borough of Camden to develop and refine scheme proposals with two Design Review Panels during this period as well as a public exhibition event held on the 7th of June 2018.

Feedback from these sessions has been incorporated into the design during its evolution aiming to ensure the delivery of a successful, contextual and characterful building which will serve as a positive addition to the architectural character of its surroundings. The diagrams on the following pages capture the evolution of the building massing within the streetscape of Bayham Street.

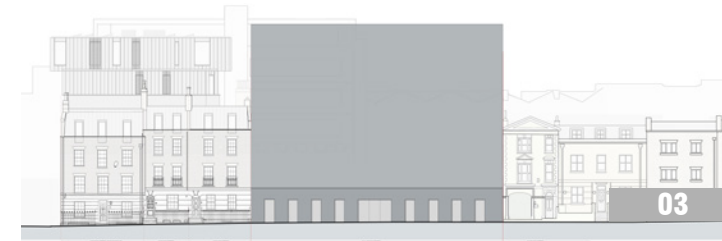




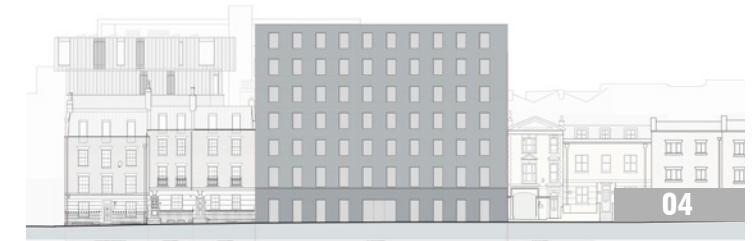
the design of proposal has been informed by the belief that the key to the success of the scheme will be to establish a positive front facade which will interact well with the street scene along Bayham Street, responding to existing building heights on Bayham Street, Bayham Place and Camden High Street.



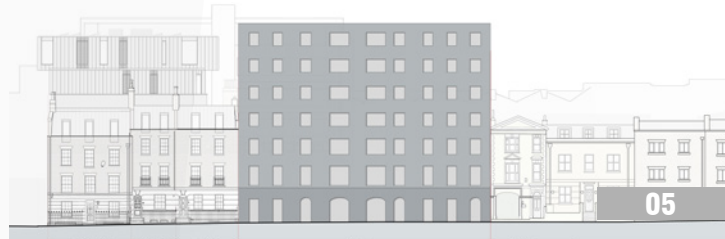
A distinctive Plinth base level is introduced, informed by the existing elevational forms along Bayham Street.



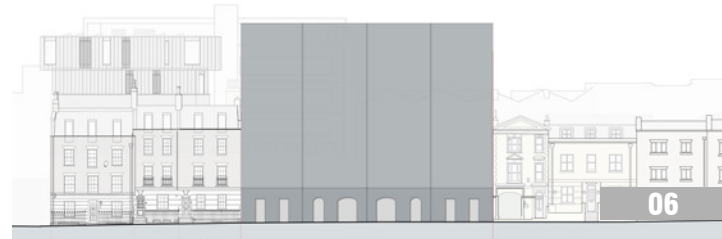
Crucial to the success of a public oriented building is forming a positive relationship with the street at ground level with a strong frontage with an open and engaging aspect.



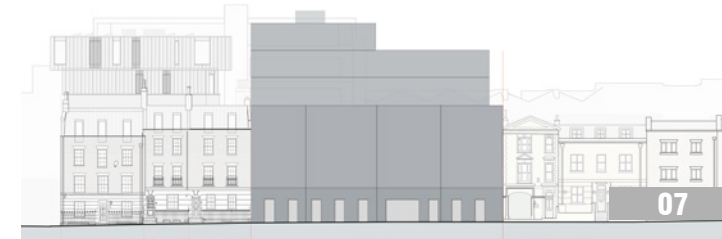
The form of the elevation is explored with an ordered facade in a linear vertical arrangement.



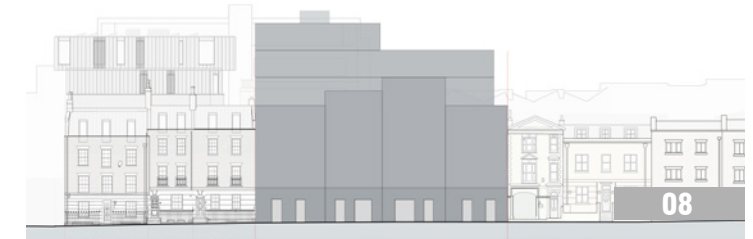
The regimented character is broken up to explore a more diverse arrangement.



The facade is divided into a series of vertical bays, informed by the existing elevational massing along Bayham Street.



The verticality of the building form is explored by stepping the elevation to create a more sensitive frontage over Bayham Street with upper levels tiered to soften the architectural impact.



The horizontal form of the elevation is explored, responding to the existing street scene by introducing height variances to the vertical bays forming the frontage.



A more three dimensional quality is introduced to the elevation by responding to the existing frontage along Bayham Street with the introduction of projecting vertical bays. Window proportions are explored looking at the relationship with adjacent buildings.



In response to the pediment of 9b Bayham Street and the existing buildings on the proposed site, a facing gable element is explored.



Character of the frontage is further explored with the introduction of projecting openings along the first floor level, informing a more dynamic elevational quality.



The ground level relationship with the street is further explored to ensure an open and visually permeable frontage onto Bayham Street. The openings on the set back upper levels are varied to inform a more contemporary character.



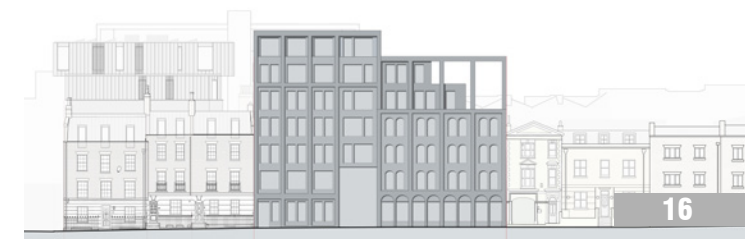
A simplified form is revisited with a stronger relationship between upper and lower levels of the elevation and further development of the ground level frontage and the projecting vertical bays above.



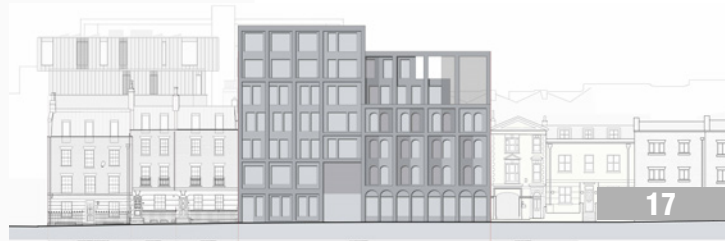
The building height and massing is developed with tiered upper level forms and a more ordered approach explored to window openings. Projecting windows to contrast with set back openings is explored to deliver a contemporary aesthetic whilst responding to the historically sensitive context.



The use of varying window positions as well as projecting windows to contrast with set back openings is explored to deliver a contemporary aesthetic whilst responding to the historically sensitive context.



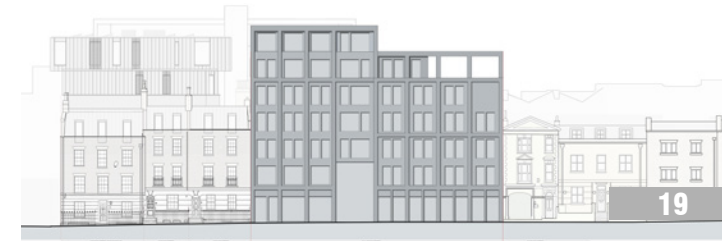
The main facade concept is reconsidered as the design development progresses, looking at more traditional facade treatments.



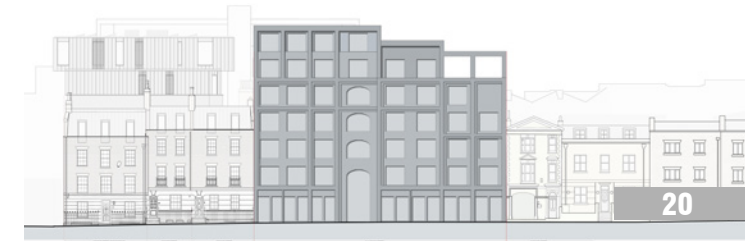
The use of a perforated cladding finish is explored to give the building openings new depth and texture and re-introduce contemporary elements, whilst creating a more cohesive massing at upper levels.



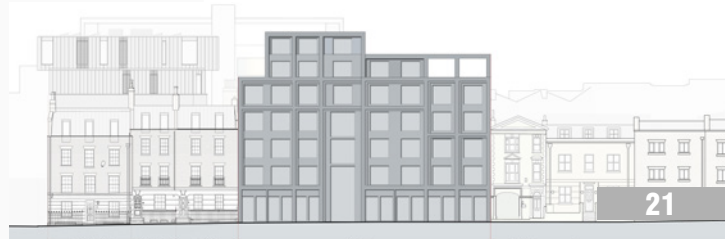
The form is simplified to maintain a less cluttered facade, using a prominent structural frame with facade elements set back to reduce the massing of upper floors as perceived from street level.



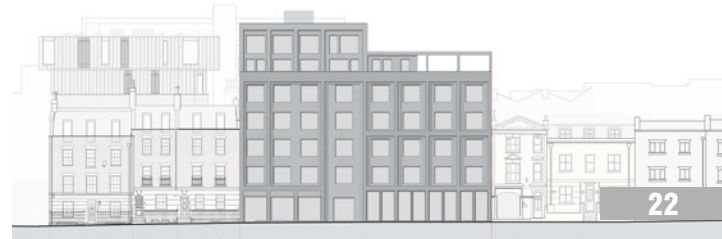
The structural frame continues carries the facade of the building up to the top level, with massing set back in tiers to reduce the impact at street level.



Different heights and window forms are explored to the main facade and upper levels.



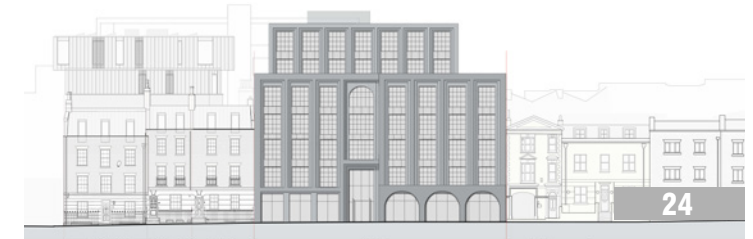
The massing of the upper levels is reconsidered to determine if the impact of the massing on street level can be softened.



A prominent shoulder level is introduced to create a stronger facade at lower level, with upper level massing set back beyond a higher parapet.



A strong vertical element creates the opportunity for a more striking entrance to the building. The massing at high level is aligned to create a simplified building form.



The traditional warehouse aesthetic is further explored looking at window treatments and the use of brick arches to respond to the local context.



The study looks at differentiating the facade treatments to create a distinctive aesthetic to the upper levels



The shoulder height of the main facade is reduced to soften the impact along the Bayham Street streetscene with the upper levels tiered back in stages.



The overall building height is reduced to and the detail and facade treatments considered.



Following comments from the design review panel, the concept is reconsidered with the facade divided back into four distinctive bays following the residential street pattern.



The revised design is refined, restoring a more consistent shoulder height whilst reducing the scale of the scheme at the top levels.



A more uniform approach is tested to give the facade a single architectural language, balancing the scale of the residential streetscape against the light industrial aesthetic reflecting the site's former usage.



The facade is simplified and brought into line with the immediate streetscape though a prominent projecting element breaks up the facade whilst defining the entrance to the scheme.

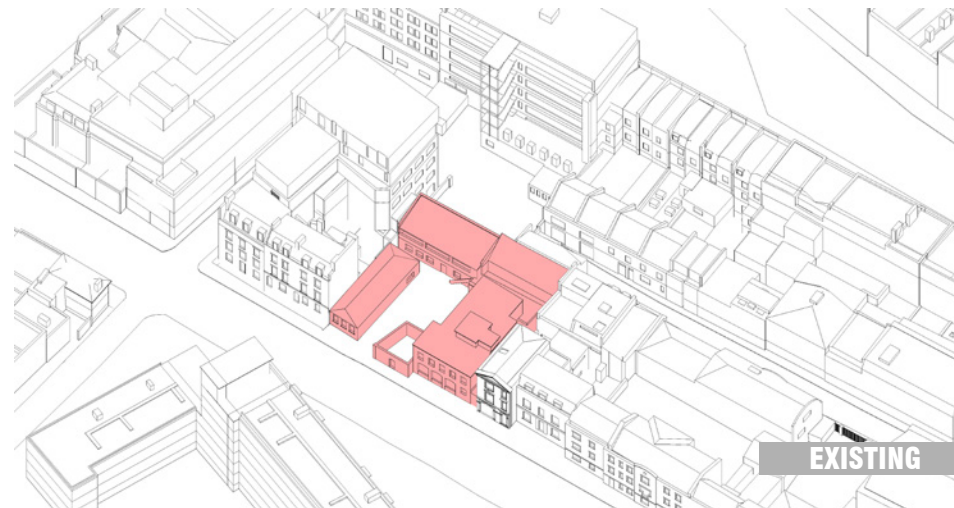


The facade is further refined, with a more uniform order and a much more elegant approach to the projecting facade element to reduce its impact on the streetscape of Bayham Street.

The design for the scheme at 7abc Bayham Street has seen numerous iterations over what has been an extensive process of design development, though one key feature throughout has been the care with which the proposed massing of the development responds to its surrounding context.

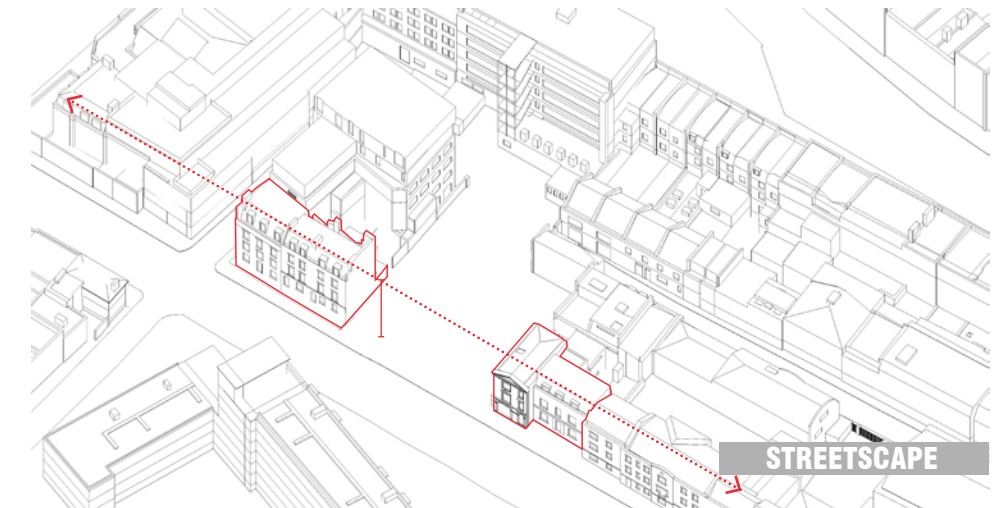
For the scheme to be a successful addition to its immediate setting, the proposed massing must form a positive relationship with neighbouring buildings, particularly to the north where the design team recognise that existing amenity is most sensitive. The massing of the scheme has been designed to fall away on each level, reducing the impact over Kings Terrace to the north. A courtyard is introduced to the northern site boundary responding to the rears of Kings Terrace and Bayham Street, allowing greater natural light and ventilation into the proposed building footprint whilst preserving the amenity of neighbours along this development edge.

The relationship with Bayham Street is also crucial to the schemes success. Whilst the line of the facade and building shoulder height are informed by the immediate neighbours, a bold projecting element is introduced to celebrate the entrance of the scheme whilst responding to the undulating street scene along Bayham Street.



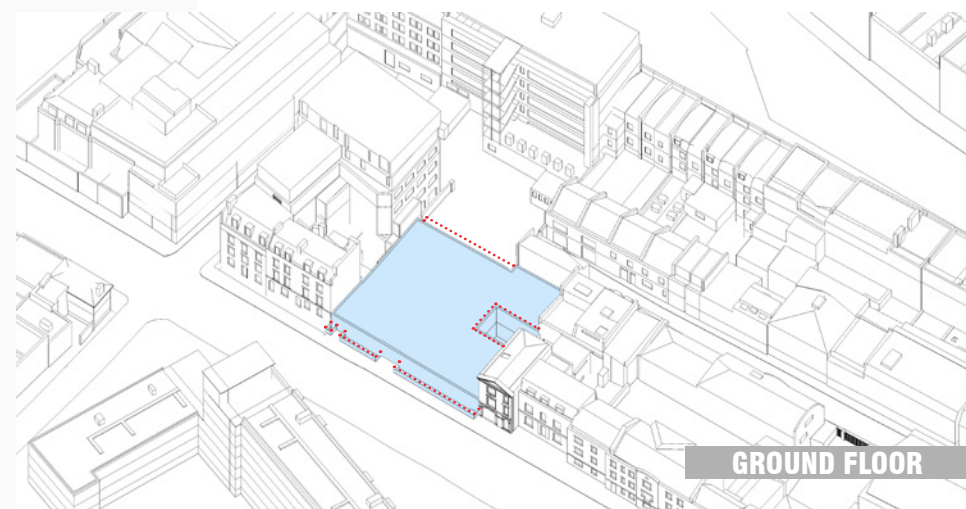
EXISTING

The existing site has a disjointed and incongruous form in relation to the scene appearing as a gap in development.



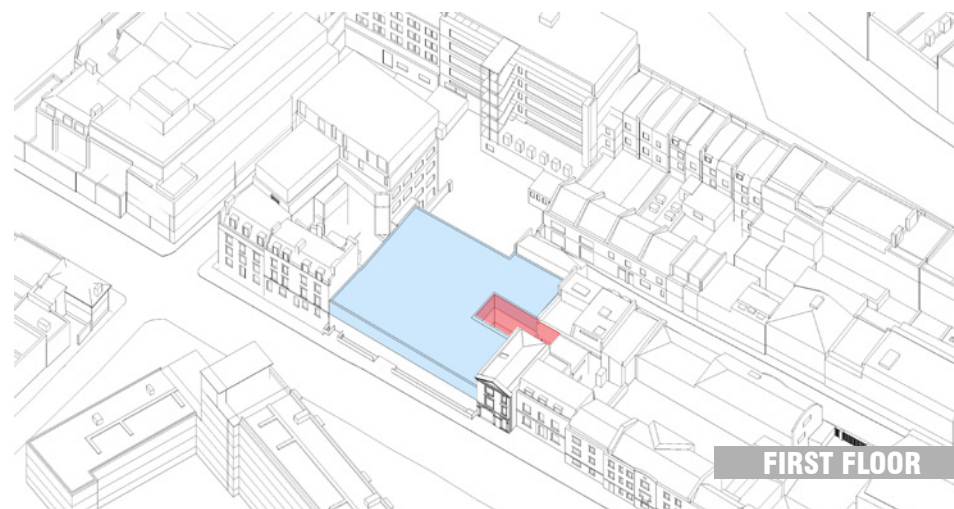
STREETSCAPE

The shoulder height of existing development within the immediate context is defined and used to inform the proposed massing



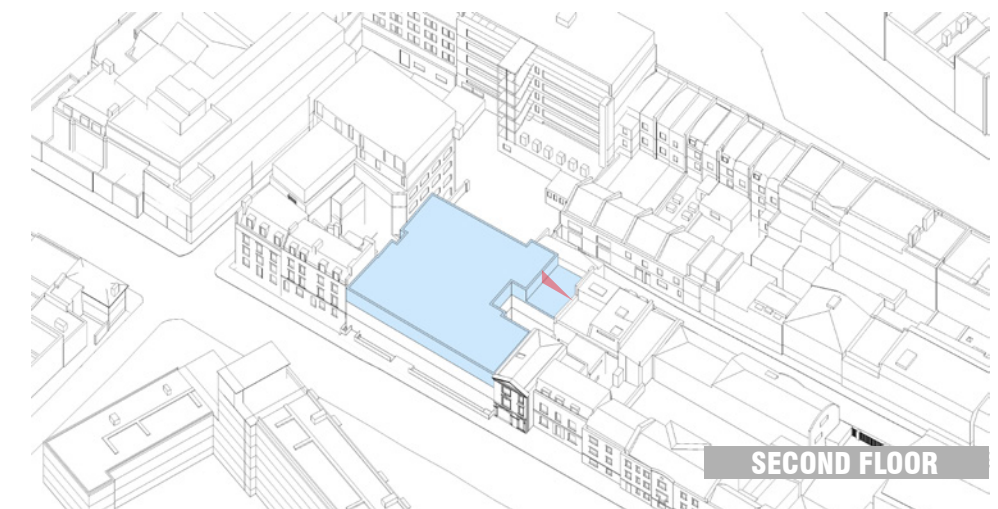
GROUND FLOOR

The ground floor seeks to maximise the site footprint whilst allowing lightwells or courtyards to three sides to bring light and ventilation into lower levels.



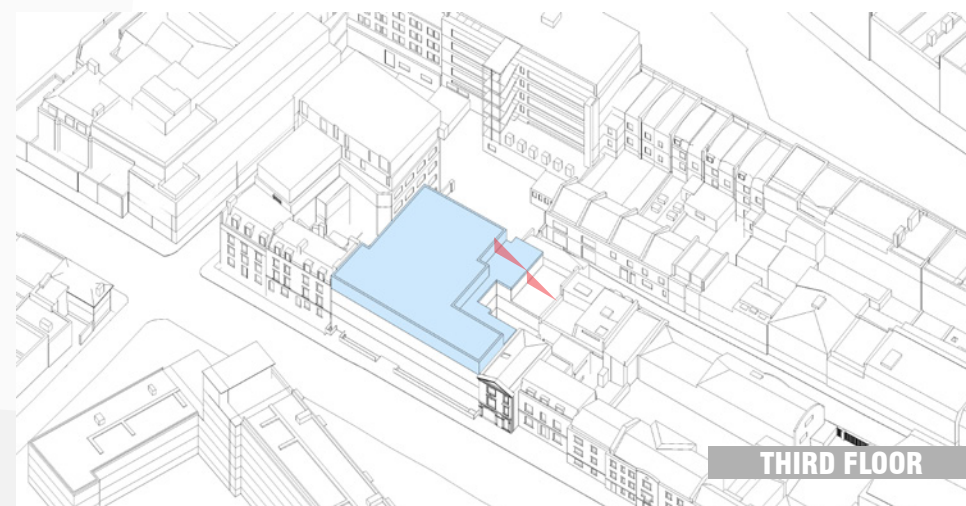
FIRST FLOOR

The courtyard cut into the footprint reflects those to the rears of Kings Terrace and Bayham Street to reduce the impact of the proposed massing on these spaces.



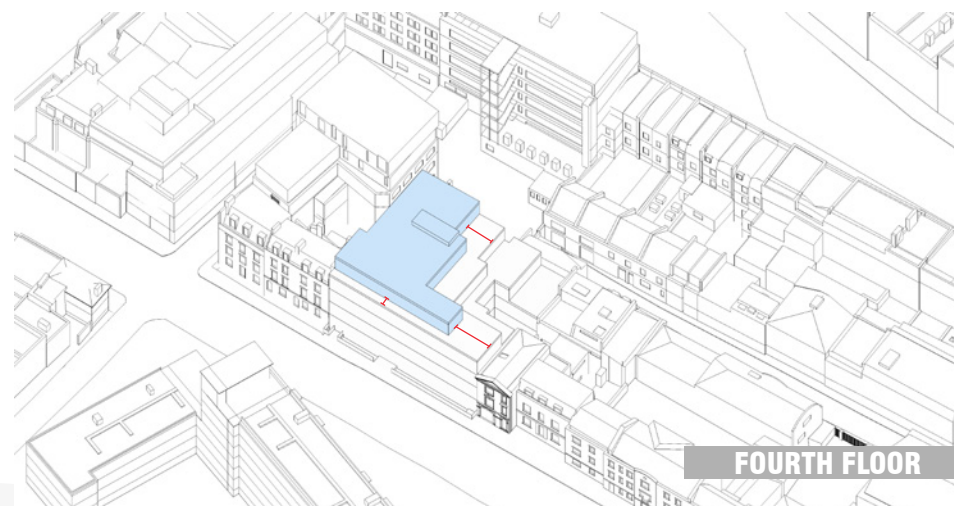
SECOND FLOOR

The footprint starts to fall away to the north and south to allow a more comfortable relationship with neighbouring buildings.



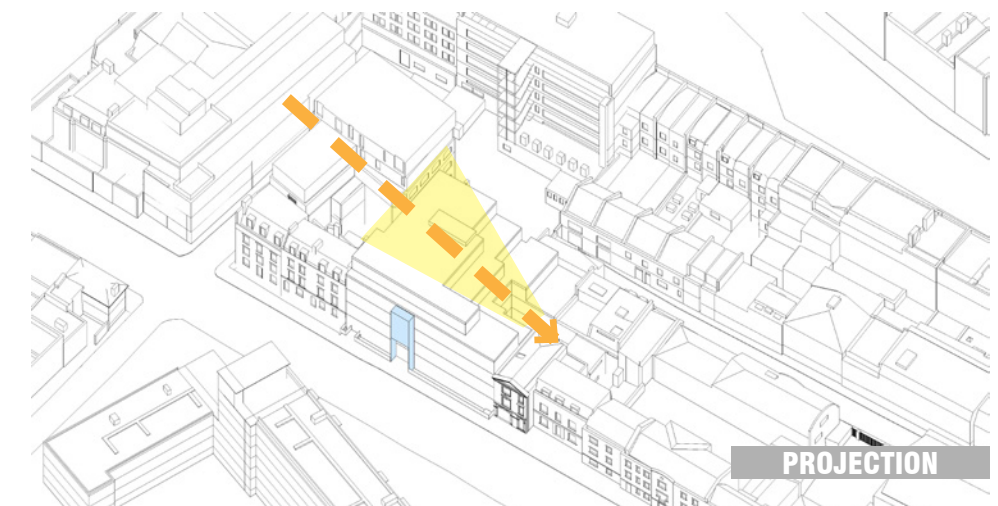
THIRD FLOOR

The decreasing footprint continues as the building height increases, particularly to the north reducing the impact of proposed massing onto Kings Terrace



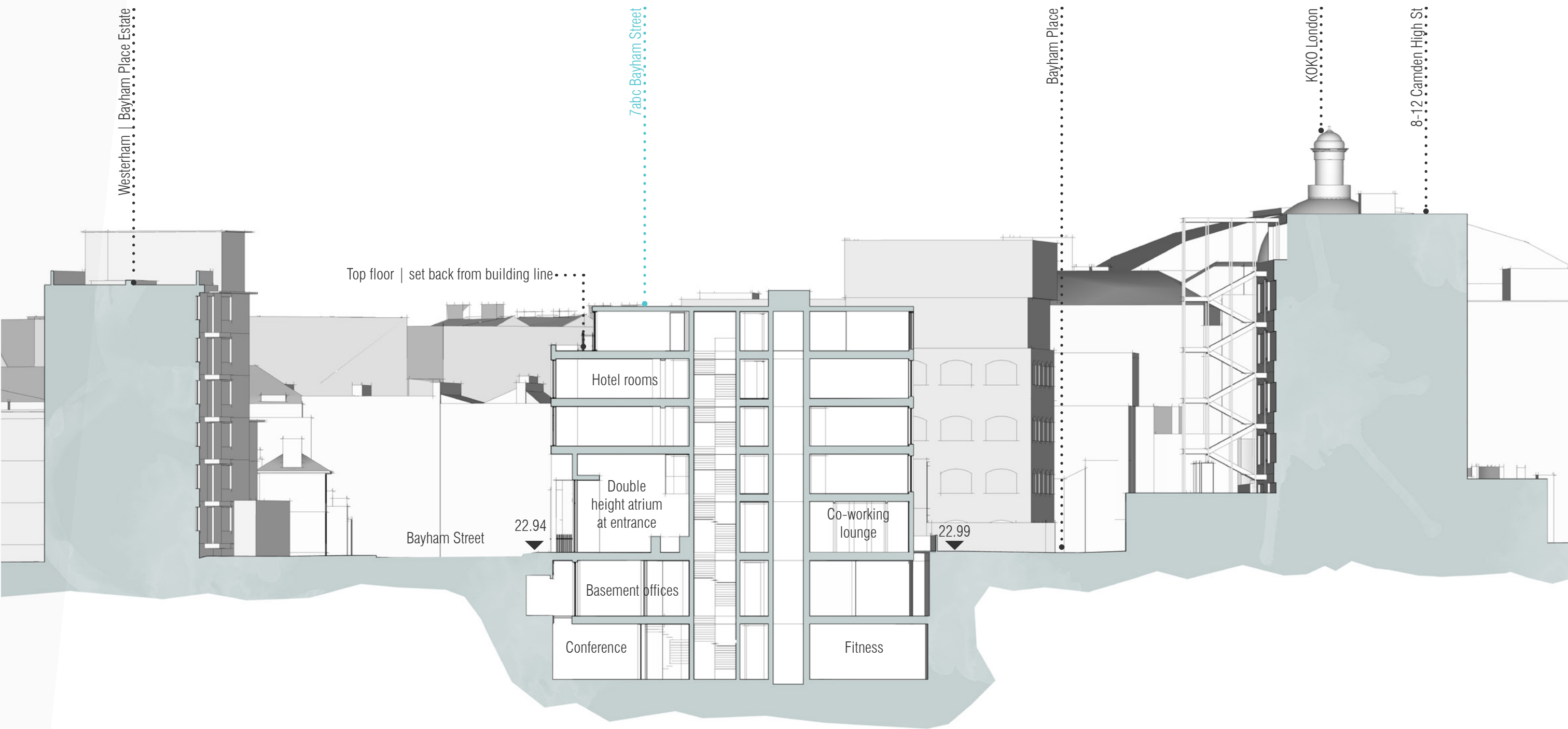
FOURTH FLOOR

The top floor sits back from the facade, reducing the impact on both Kings Terrace and Bayham Street to allow a more comfortable relationship with the immediate context.



PROJECTION

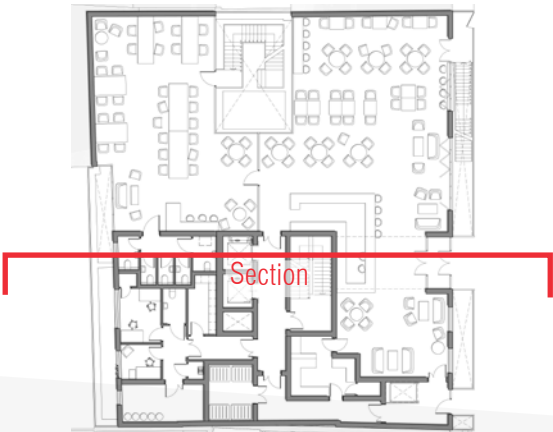
The introduction of a projection forms a strong vertical entrance feature whilst responding to the existing projection of 7abc as well as the undulating street scene of Bayham Street. Building on north face carved back to a bowl shape to ensure sufficient daylight to neighbours.



To the north, Bayham Street has a largely residential scale and character, however, this changes to the south, west and east. The proposed site sits opposite the Bayham Place estate with Westerham, a six storey high rise housing development directly facing the site. Built in the mid 20th century, the estate forever altered the character of Bayham Street with the eastern side of the street reflecting a much more modern character along its length.

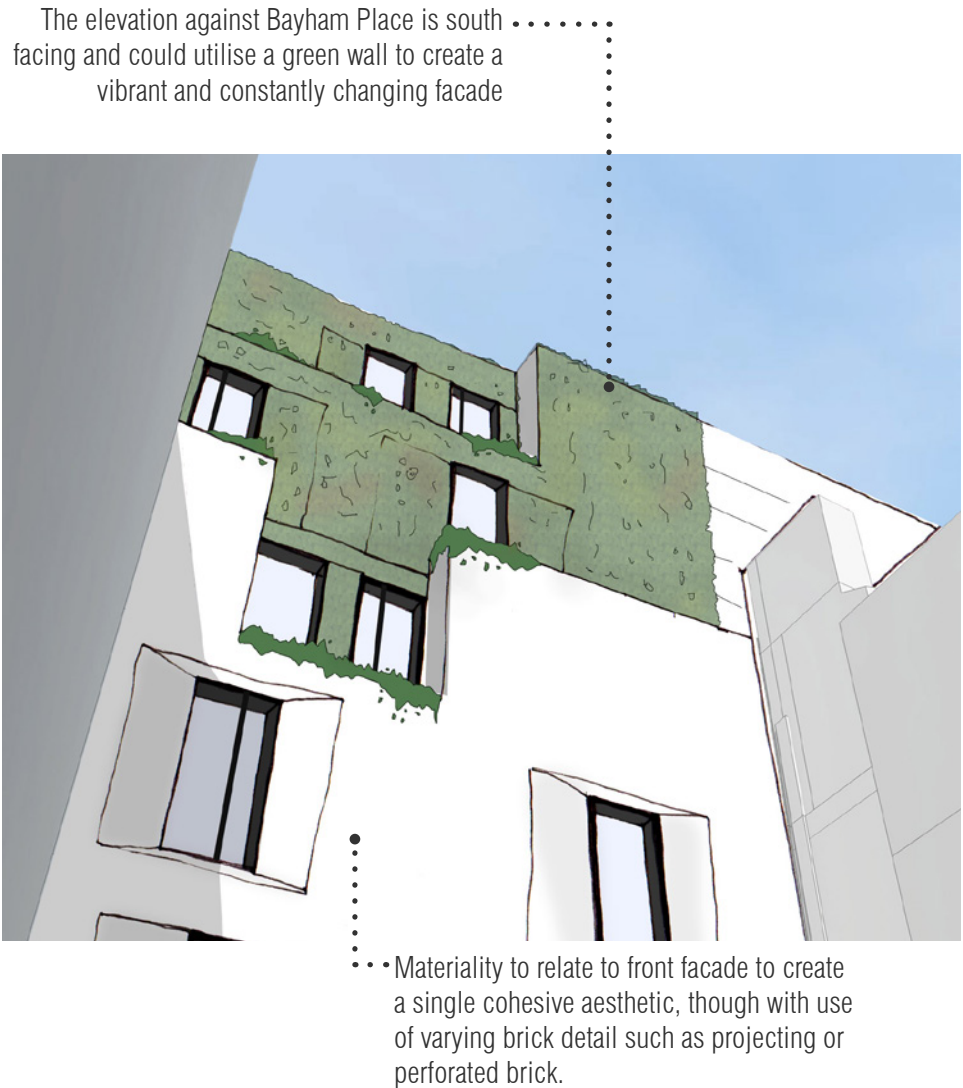
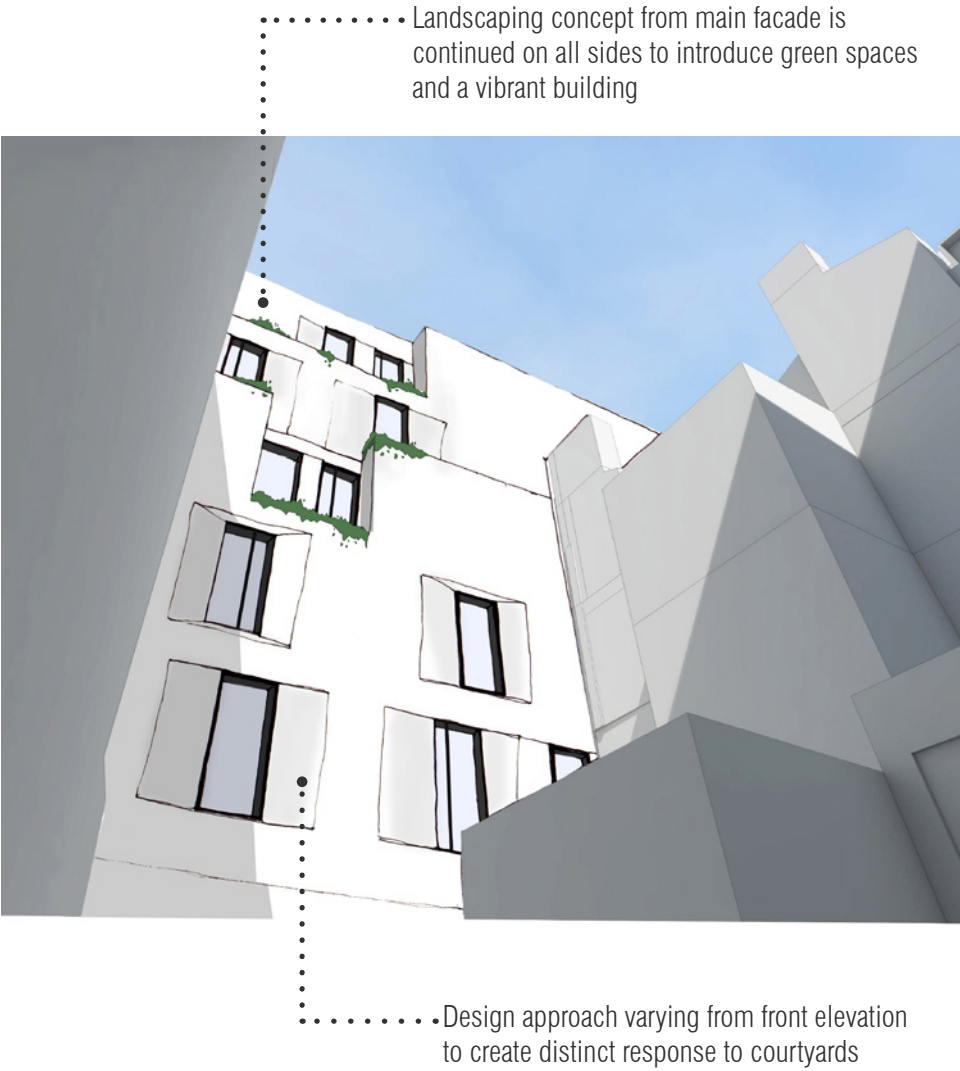
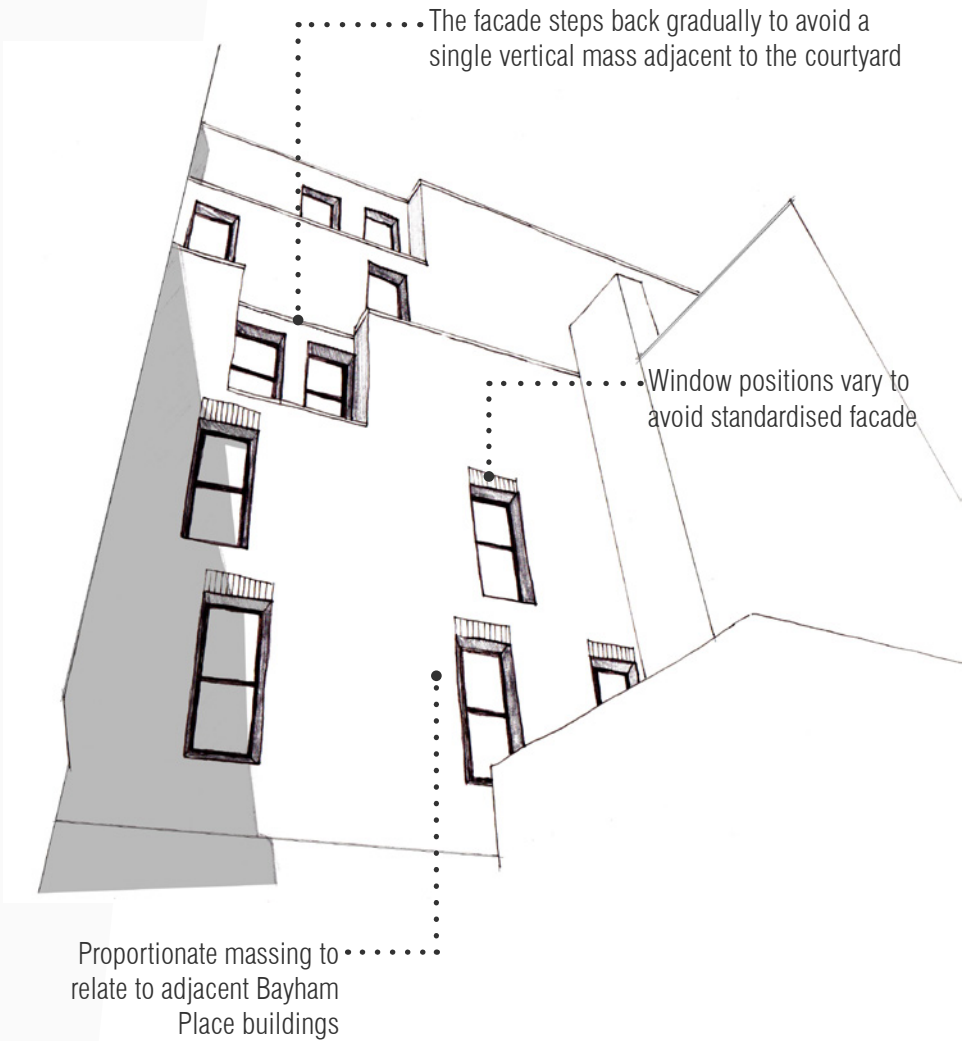
Similarly tall buildings mark the southern edge of Bayham street with a six storey apartment building under construction directly adjacent to 7abc, along with a substantial enlargement under construction to the rear of the nearby KOKO nightclub as part its redevelopment.

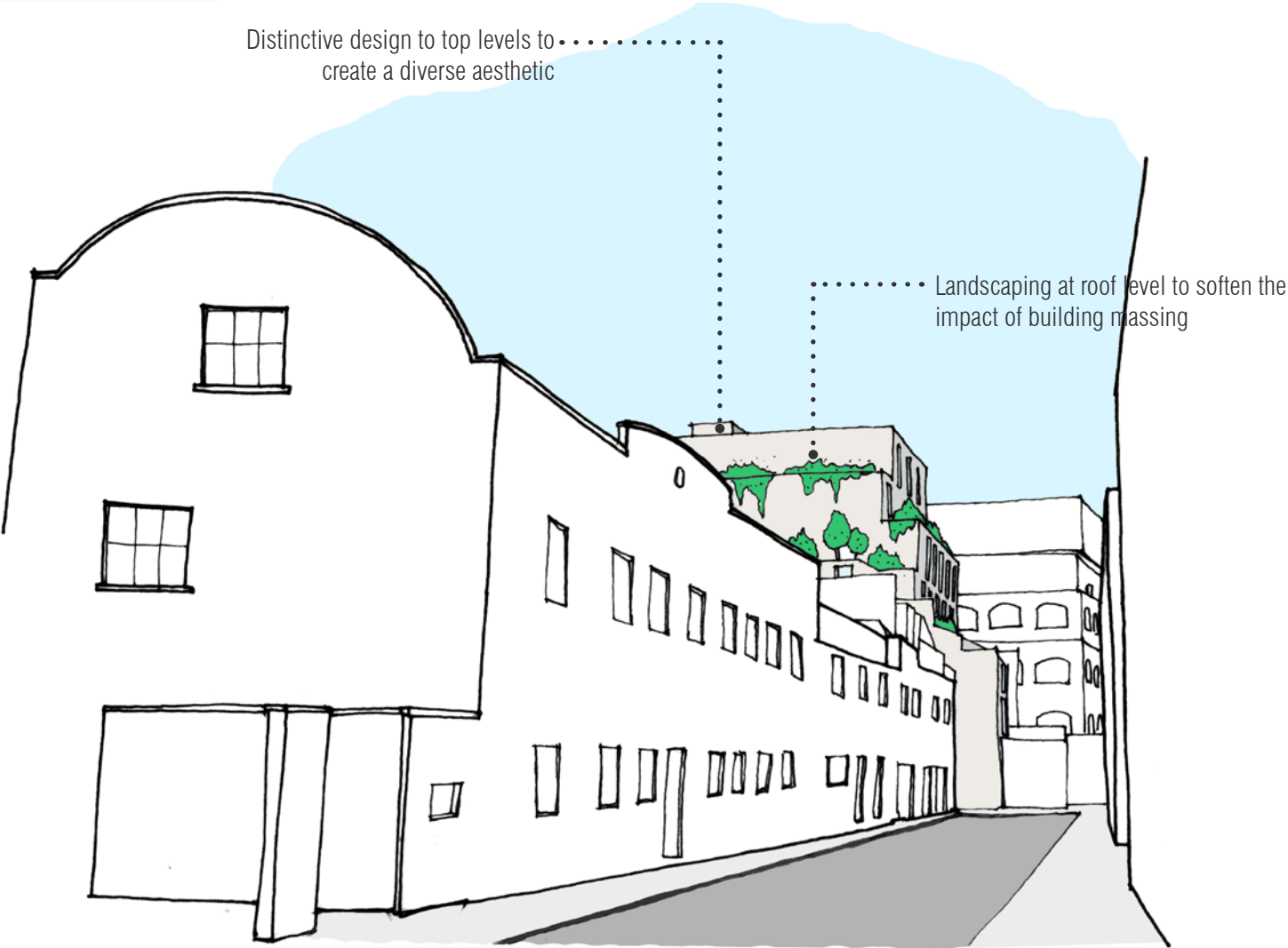
The western boundary of 7abc forms the rear courtyard car park of a high rise office building above commercial premises on Camden High Street. The sketch section here demonstrates the massing of the proposed scheme within this context.



REAR OF 3, 5 & 7 BAYHAM STREET

Courtyards to the rear of dwellings along Bayham Street and Kings Terrace will be inevitably impacted by the massing of the proposed building, even with measures taken to mitigate this, so careful consideration must be given to the relationship with the neighbouring spaces surrounding 7abc Bayham Street. The design team have explored a number of facade treatments and massing responses to ensure a coherent and appropriate relationship is formed with the surrounding context on all sides of the proposed building, minimising loss of amenity and ensuring a positive relationship and coherent architectural language is created.





Early concept proposal sketch from Kings Terrace

Massing reduced to form a more cohesive relationship with the terrace

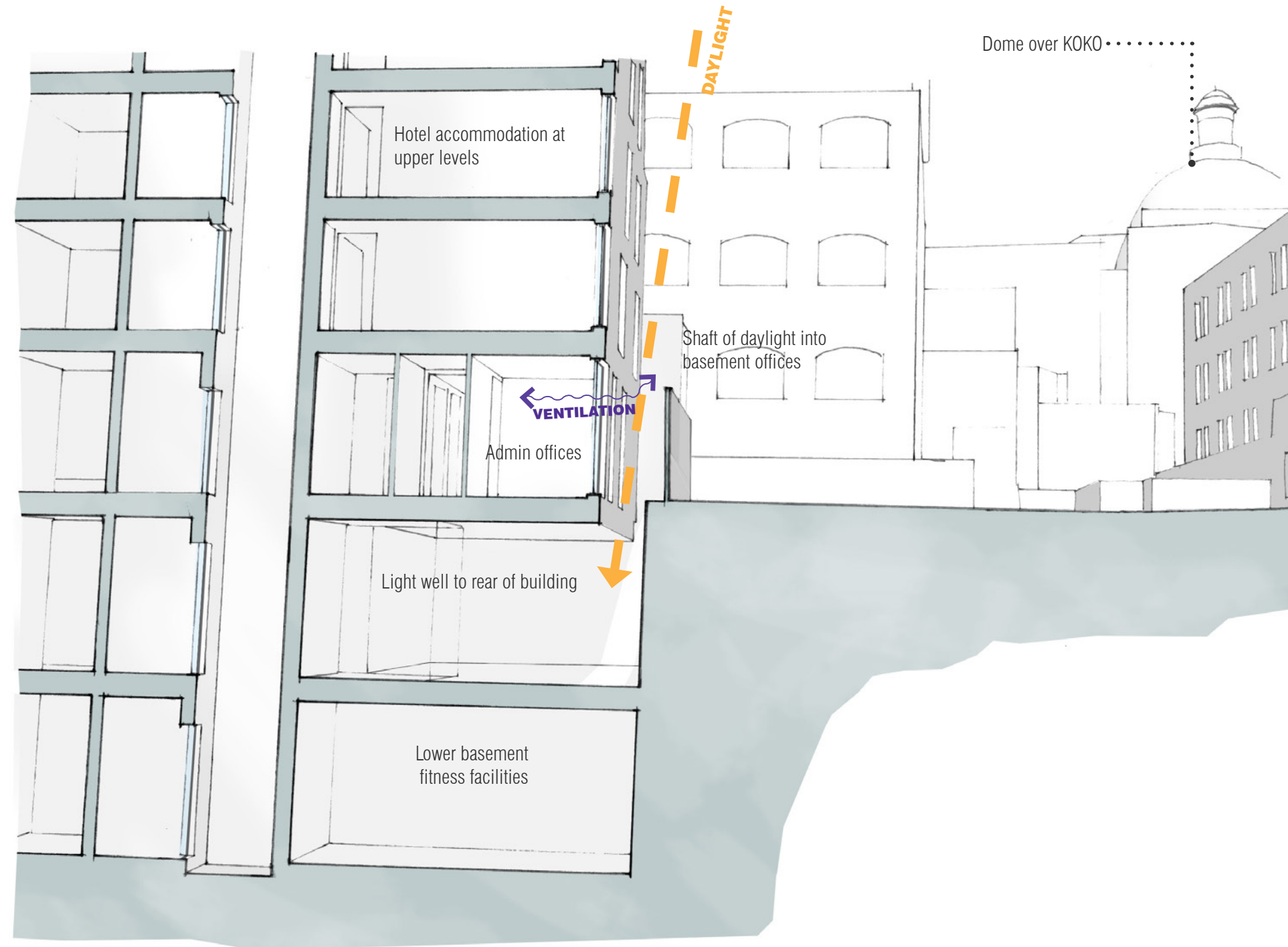
KINGS TERRACE

As important as the frontage onto Bayham Street, will be the rear aspect of the proposed scheme and the impact on the vista at the end of Kings Terrace. Even without the possibility of access from this point, it remains an important part of proposals that the building will form a positive relationship with the existing architectural character to the rear of the site.

Scheme proposals to this aspect have been developed over numerous iterations of design proposals and subsequently reduced in scale to minimise the impact over Kings Terrace with the building largely obscured by the existing development along Kings Terrace at both short and long range along the street.



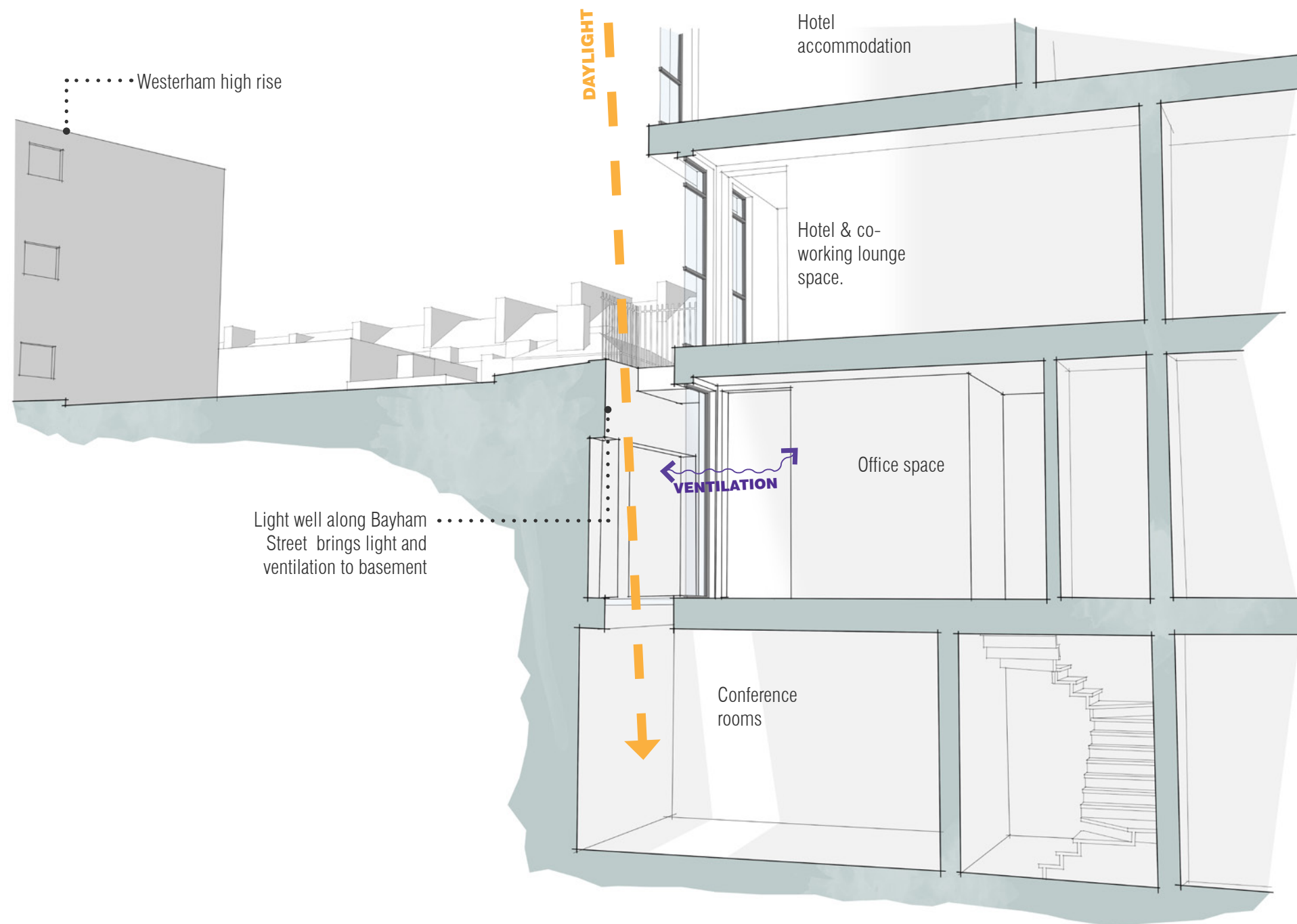
Updated visual demonstrating developed design with less massing visible from Kings Terrace



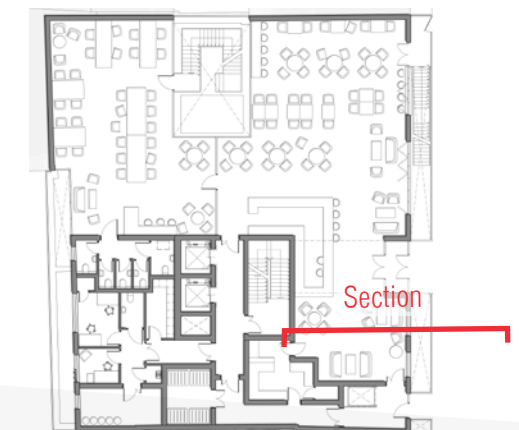
A key principle of the scheme is to utilise first floor and up as hotel accommodation whilst ground and basement levels will become cafe/bar, fitness and office spaces. This means to deliver successful office accommodation, it will be critical to bring natural light and ventilation into the lower ground level through the use of lightwells and courtyards.

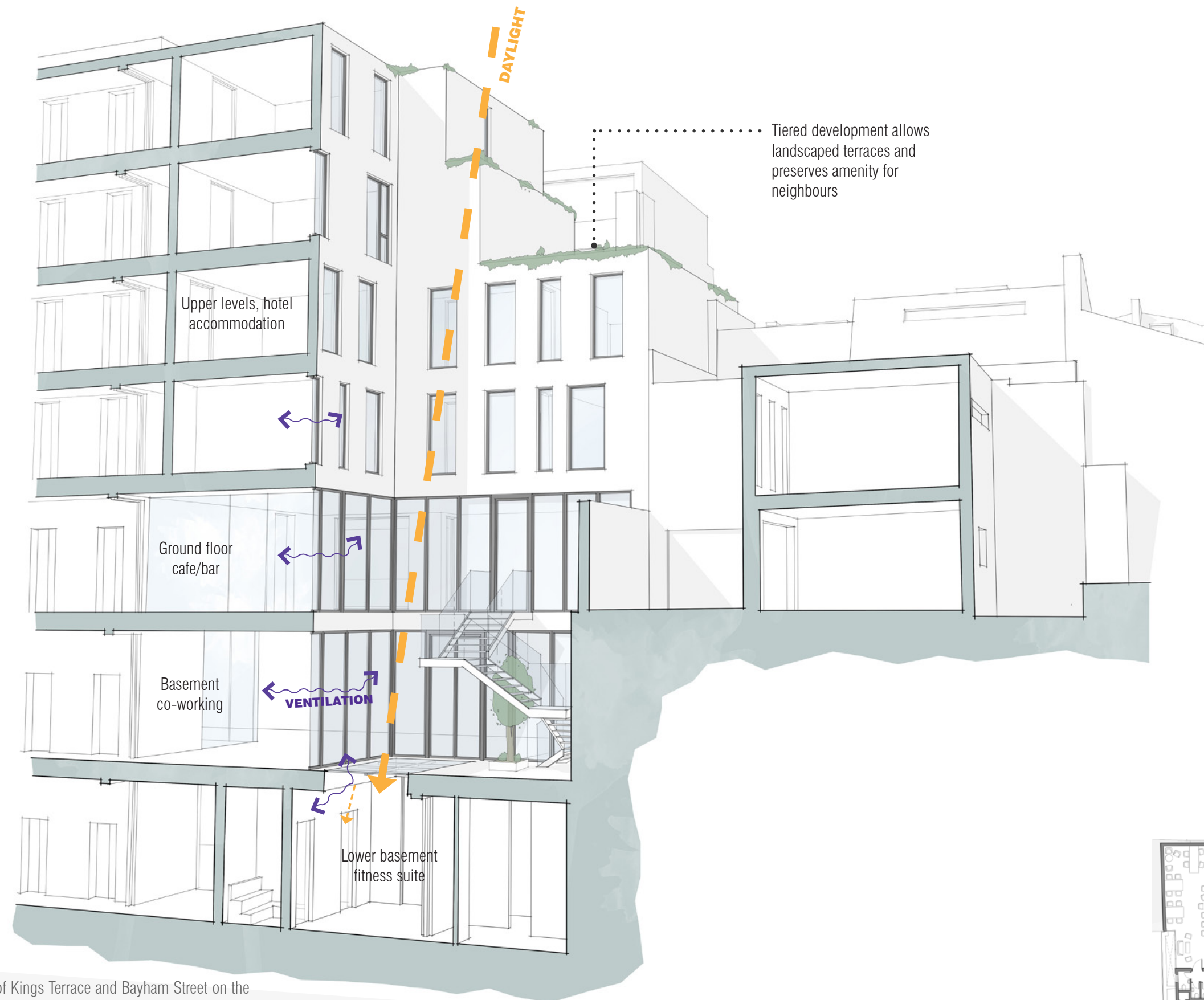
A lightwell to the rear of the scheme will allow light penetration into the lower ground office space with a planted green wall on the internal face of the existing boundary wall to bring visual interest to this space.





As with the rear elevation, a lightwell will run along the front of the scheme parallel to Bayham Street. As well as providing opportunities for emergency escape, this will provide improved light and ventilation to office spaces along this facade, with a glass block floor to deliver diffused light to the conference spaces below.





The introduction of a courtyard against the rears of Kings Terrace and Bayham Street on the northern boundary will serve to reduce the impact of massing on the neighbouring buildings to the north while enhancing the amount of light and ventilation brought into lower ground level. This will also create an atrium for circulation with planted walls within the courtyard providing visual interest.



1

PROJECT INTRODUCTION



7ABC BAYHAM STREET

Welcome to today's event...

Thank you for attending today's public exhibition for the design proposals of a new development concept at 7abc Bayham Street in Camden.

Members of the project team are wearing name badges so feel free to approach them and ask them any questions you may have.

This exhibition and feedback received will form part of the official planning application submitted to the London Borough of Camden, and will help us achieve a design that will improve the local amenities for residents and businesses.

The development team for this project came together in October 2017 with ambigram architects appointed to initially review and approve an existing office block within the rapidly regenerating area of Montserrat Court with a view of creating Camden Lifestyle's new office and hotel complex for the local community.

The 7abc Bayham Street scheme includes proposals for a hotel with contemporary facilities, flexible retail and high quality other facilities with co-working spaces and conference facilities suitable to businesses in the creative and T&E sectors.

The development team's aspirations are to deliver an iconic hotel with co-working space of the highest quality, which will become a catalyst for the ongoing regeneration of the local area, attracting a variety of people and economic activity to the vicinity, providing employment and income opportunities. The regeneration effect would result in several improved uses of an existing site that would benefit the local community along Bayham Street and enhance the local area. Due to the terms of the existing lease, the project aims to create a strong bond with the local context and community as well as the new nearby regeneration schemes in Kings Cross and Euston. The response to the local context and a thoroughly considered sustainable approach are critical drivers for the architectural concept of the hotel and its identity.

Through our initial review it became clear that this site offers great potential when seen against the immediate wider context, especially the opportunities and amenities offered by the Kings Cross and Euston/Victoria Regeneration schemes and local in-development projects such as the proposed Camden Town Station, the construction of Camden Lock Village Market, the nearby 101 Canby Street and the soon to commence scheme of Koko's Hope Project.

Through our initial review it was determined that this would be a challenging site for redevelopment. From the outset, we felt that any proposal needed to be contemporary in design, whilst sensitive to the local context, environmentally responsive and economically sustainable to respond to the needs of the local community whilst making a positive contribution to the future growth. This proposal aims to build on the local regeneration around the Camden High Street and the proposed building through its use and its active frontage will seek to improve the public realm, promote pedestrian security through enhanced passive surveillance, provide improved local income generation and create varied employment opportunities. All of which would benefit both the users and the local community.



SITE LOCATION PLAN




CONSTITUTION ZONE



ambigram architects

4

7abc CONCEPT DESIGN



Part of an ongoing regeneration...


The 7abc Bayham Street falls within the Camden Town Conservation Area, though the buildings are not considered to have special significance and are not listed. The site is made up of three existing, though somewhat disconnected buildings currently in use as offices with a significant part of the site is undeveloped and covered with a hard surface.

The immediate area has experienced a significant amount of development over recent years. Apartment 2, 5 & 7 Bayham Street have recently been redeveloped including a new level over the three former buildings as a new restaurant roof extension which created a 4-story glass structure. This is currently underway on a 2-story extension over 4th-5th Bayham Place which will result in a 6-story building.

At the end of Bayham Street is the recently completed scheme for the live music venue KOKO which will bring on site the new focus. This is a significant redevelopment of a landmark group of buildings that will alter the scale and size of the local area significantly with additions that would result in a new 5-7 story roof line.

The 7abc Bayham Street proposals will seek to complement this development by providing an innovative new hotel and office concept, bringing jobs and investment into the local area. Camden Lifestyle sees the rest of the local area as a place to bring the hotel and office space offerings, and are seen to take advantage of the innovative & creative spirit of Camden. This is providing dedicated creative industry/T&E sector workspaces. This will also mean the creation of a catalyst space at ground level serving as a vibrant hub, not just for guests and workers, but also the wider Camden community.


With such clear potential in the heart of Camden Town and excellent public transport links to the rest of London area, the ongoing regeneration of the area around Montserrat Court will be well complemented by the proposals for 7abc Bayham Street. The site, ideal for redevelopment, will be transformed into a vibrant public space bringing increased pedestrian footfall and improved natural surveillance providing pedestrian security along the southern end of Bayham Street.



ambigram architects

7

APPEARANCE AND CHARACTER DESIGN



Appearance and Character Design

The project is aimed at Camden's creative industries and will capitalise on this and the Camden Town area's reputation as a vibrant and creative business destination. It is expected that the guests of the hotel would use the workspace (1 & 2) housing on business or staying for longer periods and those using the workspace could also benefit from the hotel, for example if attending business functions.

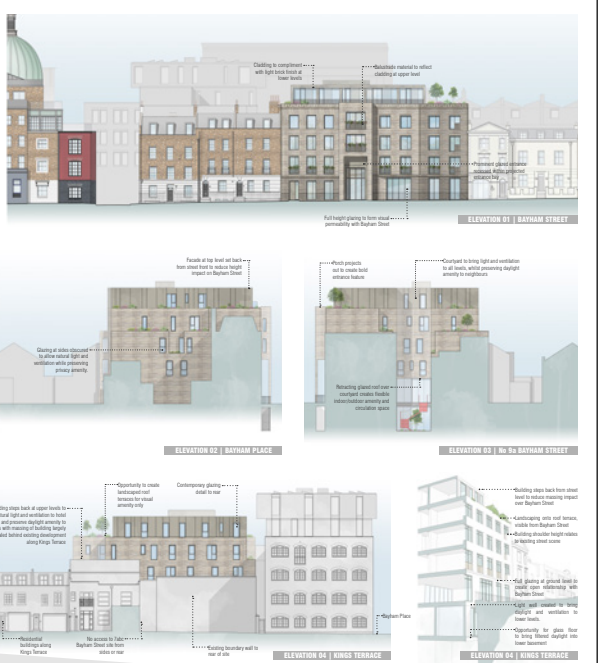
The hotel would also capitalise on the proximity to the creative hub of Camden Town Centre. It is an important part of the business model that the hotel and office space operate together as one entity, capitalising on casual synergies and operating in unison within a boutique building.

A number of jobs will be created on site during the construction phase and as part of our application we will work with the local authority in Camden to target these at local people wherever appropriate.

Once the building has been completed, the building would provide 94 jobs. Our analysis suggests 30 jobs will be created to run the hotel, 63 in the office space, and 1 in the fitness studio.

As above, we will work with Camden to ensure as many local people as possible are employed in these exciting new opportunities.

The new office space will also create spaces for new businesses to move into and we will target existing businesses through partners such as Camden Town Unlimited to support the local economy, creating greater job density than existing on site or increase in jobs overall and a significant improvement in contributions to the local authority.



ambigram architects

9

IMPACT ON THE LOCAL AREA



Local jobs and the local economy...

Our project is aimed at Camden's creative industries and will capitalise on this and the Camden Town area's reputation as a vibrant and creative business destination. It is expected that the guests of the hotel would use the workspace (1 & 2) housing on business or staying for longer periods and those using the workspace could also benefit from the hotel, for example if attending business functions.

The hotel would also capitalise on the proximity to the creative hub of Camden Town Centre. It is an important part of the business model that the hotel and office space operate together as one entity, capitalising on casual synergies and operating in unison within a boutique building.

A number of jobs will be created on site during the construction phase and as part of our application we will work with the local authority in Camden to target these at local people wherever appropriate.

Once the building has been completed, the building would provide 94 jobs. Our analysis suggests 30 jobs will be created to run the hotel, 63 in the office space, and 1 in the fitness studio.

As above, we will work with Camden to ensure as many local people as possible are employed in these exciting new opportunities.

The new office space will also create spaces for new businesses to move into and we will target existing businesses through partners such as Camden Town Unlimited to support the local economy, creating greater job density than existing on site or increase in jobs overall and a significant improvement in contributions to the local authority.



ambigram architects

Your view and next steps...

Thank you for attending our exhibition today – we hope it was useful for you. Using the information you have read, please fill in one of our feedback forms and give us your views on these proposals for 7abc Bayham Street.

Below is a rough timeline of our project overall.

June 2018: Submission for planning

Early 2019: Works to commence on site

2020: Works completed

The project team for this exciting development presently includes:

Client: Camden Lifestyle Ltd (UK) Ltd

Architects: ambigram architects

Principal Designer: K&L Consultants

Planning Consultant: Heritage Collective

Heritage and Environment: Heritage Collective

Local Community Advisor: T&E Partnership

Design and Construction: T&E Partnership

Energy and Sustainability Strategy: T&E Partnership

Quality, Ecology, Site Waste and Noise Strategy Consultant: Royal HaskoningDHV



ambigram architects

As discussed in this document, proposals for this project have not been developed in isolation. As part of the clients commitment to community engagement throughout the planning and construction process, In June 2018, the design team for the 7abc Bayham Street hotel and office put together a public exhibition to share scheme proposals with the local community. This event was held in a local community building close to the proposed site and local residents and councillors were invited to look at the proposed scheme with members of the design team present to discuss any queries and concerns.

Attendees were asked to give written feedback at the event which was then collated and outcomes considered as the scheme was refined further through the pre-application process. This has helped inform the scheme proposals which are now submitted for planning.

examples of exhibition boards from public event