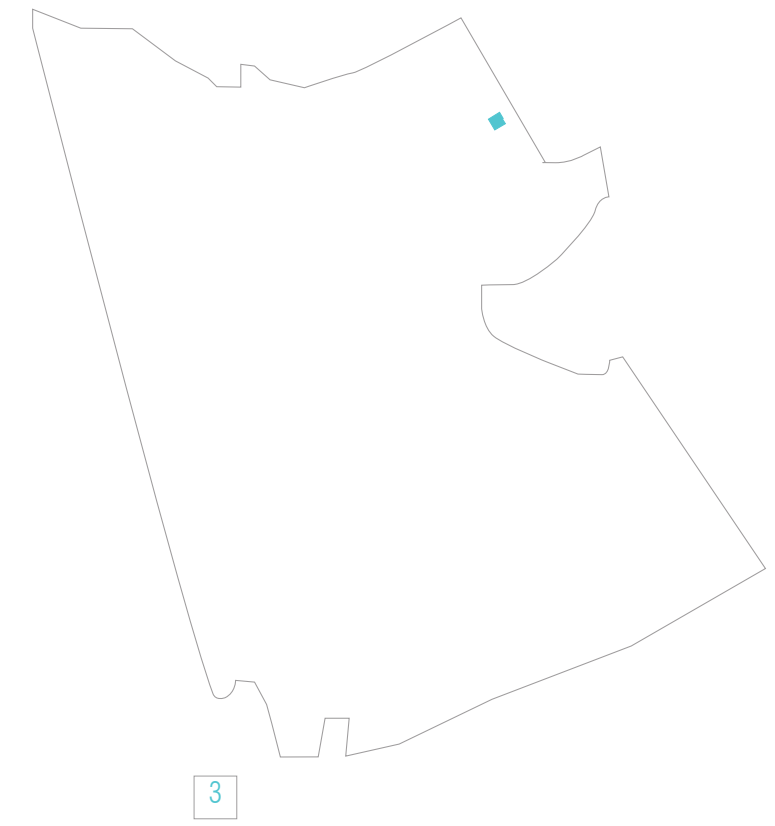
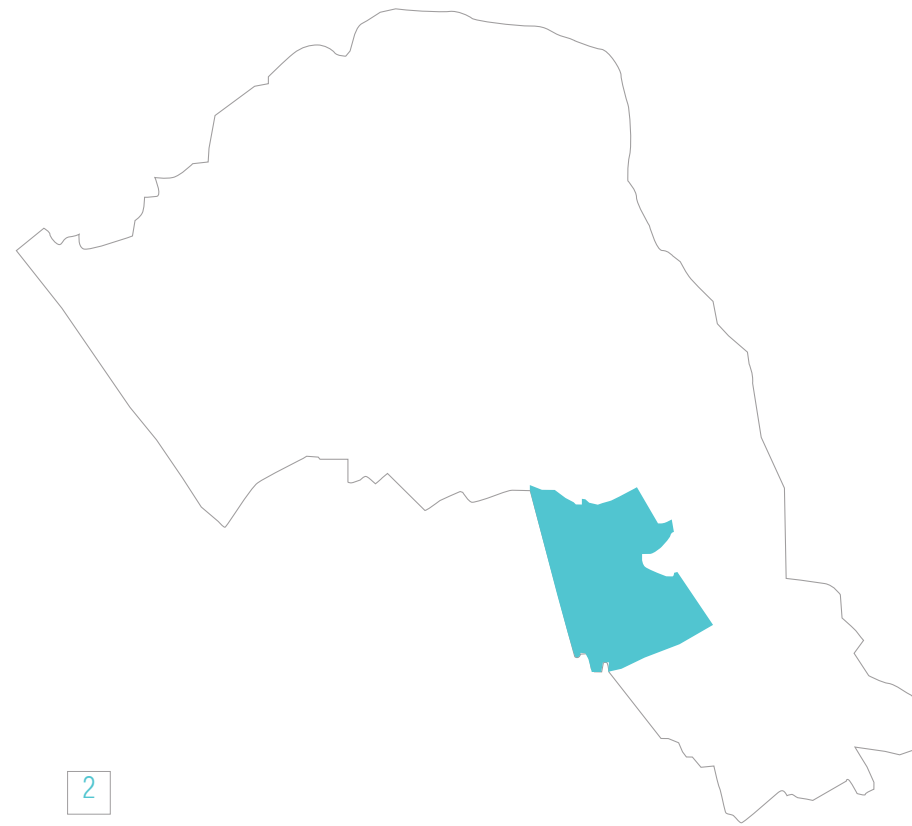
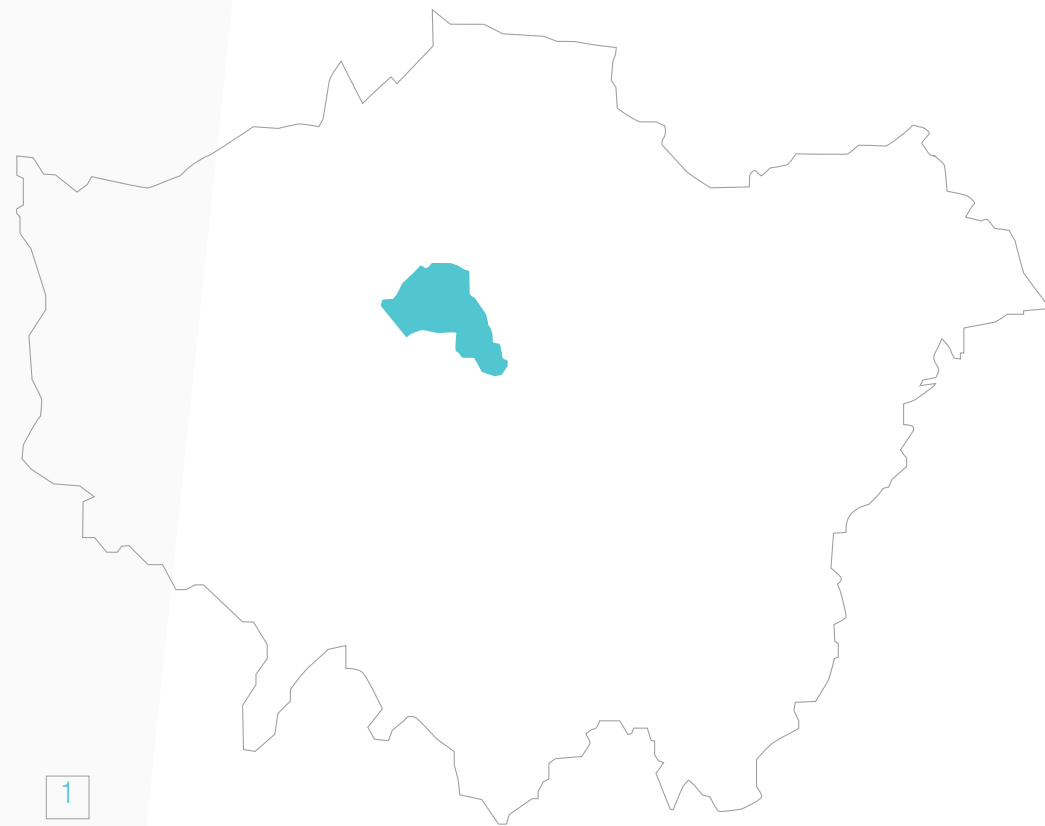




3.0

URBAN DESIGN  
STUDY

ambigram architects



THE VISION...

The vision for 7abc Bayham Street is to rise to the challenge of transforming a currently under-utilised urban site to deliver contemporary architecture which has a strong identity and creates a unique sense of place. The site's character and opportunities that its location brings are broken down in the following analysis into a coherent language which has been used to inform the proposed design solution, creating something which is sensitive to the immediate area but considers the opportunity to assist in the wider regeneration of the surrounding area.

The future image for 7 Bayham Street will create:

- A unique place
- Cohesion in urban form by establishing order in a dissolved terrace block
- Diversity in architectural colour, materiality and typology
- Active street frontages contributing to the security and culture of the neighbourhood
- A flexible building form, adaptable to change
- An interesting and diverse visiting community
- A great place to visit and bring people together
- A landmark hospitality and workplace destination
- Improvements to the economic vitality of the local area
- Place-making through modelling

Urban Location

- 1 Borough of Camden
- 2 Regents Park Ward
- 3 The site - 7abc Bayham Street

**Site and Setting**

The layout of the development aims to recognise its social and physical context and seeks to integrate with existing patterns of urban form and movement. The design proposal recognises the unique qualities of the site and how it relates to Camden town centre, facilities and transportation routes.

**Context, Scale and Character**

The design aims to respect local traditions and relationships and draw on them to inspire and guide the development as a new urban form. By consolidating the existing urban block the architecture aims to achieve continuity and integration.

**Public Realm**

Priority is given to the design of public realm. The internal public spaces provided at ground level relate to the building's entrance to encourage a sense of safety and community.

**Access and Permeability**

The choice of site with its close proximity to Mornington Crescent Station and with a PTAL rating of 5, supports a user friendly public realm where walking and cycling are easy, pleasant and convenient by minimising car dependency by ensuring the integration with public transport is maximised.

**Optimising Land Use and Density**

The design potential of this under-used, brownfield, urban site is optimised by intensifying development and uses in relation to local shops, services and public transport. This medium density development takes account of privacy, sound insulation and safety.

**Mixing Activities**

Diversity of activity and uses is encouraged at different building levels, between the buildings of the urban block, street, and neighbourhood. Careful planning and design will consider solutions to resolve any potential conflicts.

**Mixing Tenures**

To avoid single housing tenure, the design contributes to a wide choice of tenure options at urban block, street and neighbourhood level.

**Building to Last**

The proposal is designed to be durable over many generations and through changing social and economic needs, providing an adaptable and flexible environment.

**Sustainable Buildings**

The buildings, street interface, landscape and internal public spaces are designed to be built to high standards, aesthetically and structurally, with durable materials, appropriate technology and orientation that minimises energy use and encourages recycling.

**Environmental Responsibility**

Land is regarded as a scarce, finite resource. The proposal is as compact as possible and aims to enhance the environment and not just limit damage by respecting biodiversity, harnessing natural resources and reducing the call on non-renewable resources.

*\*Adapted from the urban task force documentation - 'Towards an Urban Renaissance' by Lord Rogers*



Mixed Use Activities of Bayham Street

- Shops & Retail Outlets A1
- Professional Services A2
- Food & Drink A3
- Drinking establishments A4
- Office B1
- Hotel C1
- Residential R

\* denotes proposed use



UNDERSTANDING THE URBAN CHARACTER OF CAMDEN TOWN

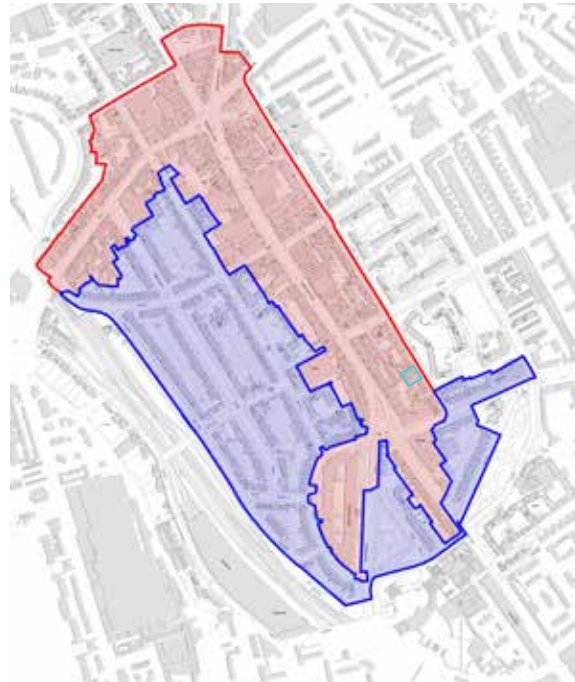
This study explores the urban character of the Camden Town Conservation Area in which the 7abc Bayham Street site is located. These diagrams seek to demonstrate an understanding of the relationship between urban grain, height, character and integration of urban movement in the conservation area which have been key influences in the design proposals for the 7abc scheme.

Camden Town Conservation Area Map



- SITE
- Camden Town Conservation Area boundary
- Buildings
- Buildings within Conservation Area

Sub-division Map



- SITE
- Commercial Sub Area 1 | Commercial
- Commercial Sub Area 2 | Residential

Key Buildings



- SITE
- Camden Town Conservation Area boundary
- Listed buildings
- ★ Good examples of recent development
- Positive buildings
- Negative buildings/sites
- ▲ Focal buildings

Urban Character



- SITE
- ▲ Local Landmark
- Individual Block Character
- Terrace Character
- Mews Character
- Commercial Sub-Area Boundary
- Conservation Area Boundary
- Existing Urban Block

Urban Grain



- SITE
- Loose
- Medium
- Tight
- Commercial Sub-Area Boundary
- Conservation Area Boundary
- Existing Urban Block

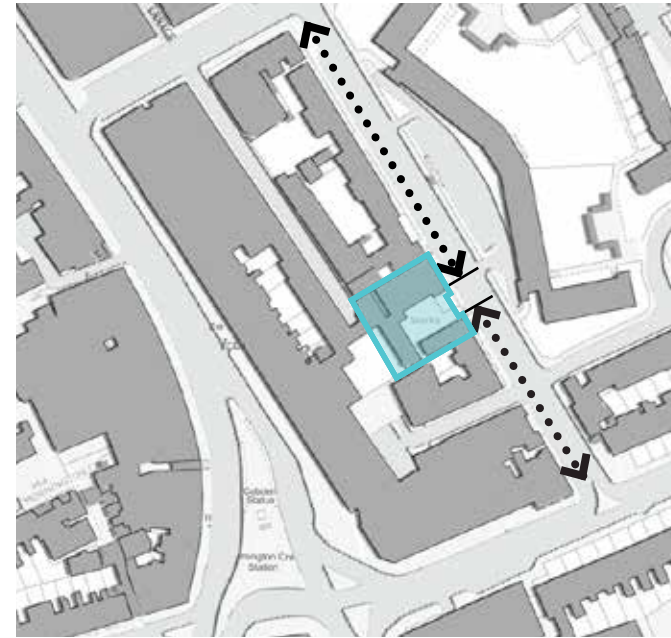


COHESION OF THE TERRACE - BAYHAM STREET PUBLIC FACADE

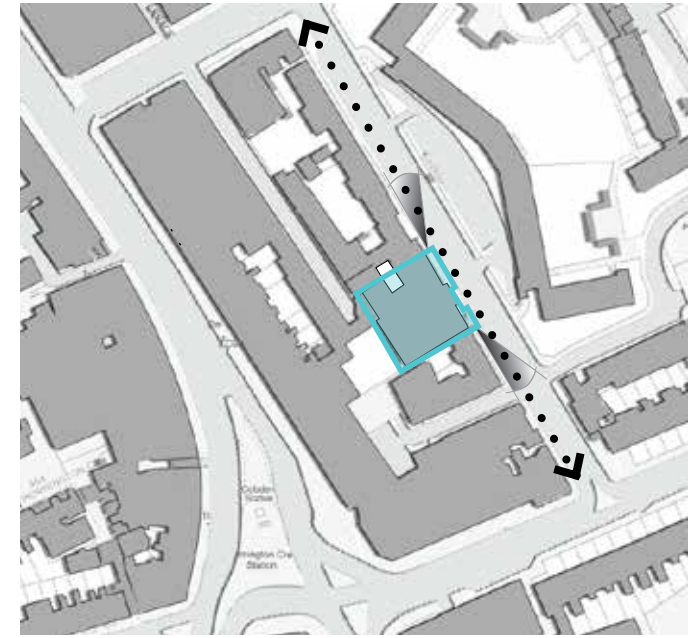
The design and massing of the proposed hotel and office has not been designed in isolation. In fact our proposals have been informed by a rigorous process of precedent research and facade studies in relation to the sensitivity of context. It explores strengthening the urban grain and overcoming an under-used site by providing cohesion between neighbours on either side of the site to form a continuous urban frontage onto Bayham Street up to 3rd floor level. The Bayham Street section explores the introduction of a canyon section to the site to compliment the massing of the existing urban block opposite.

The urban form of the proposal explores a pedestrian friendly urban character, by providing interest at the completion of the spatial impact of Bayham Street. This would allow for greater legibility of views by creating a continuous vista along the Bayham Street urban structure. To create a coherent character, integrated sense of place, and complimentary permanence; we studied and referenced buildings within the immediate vicinity. This enabled us to arrive at a primary material as part of the building's pallet that is connected to the historic typology of the local context

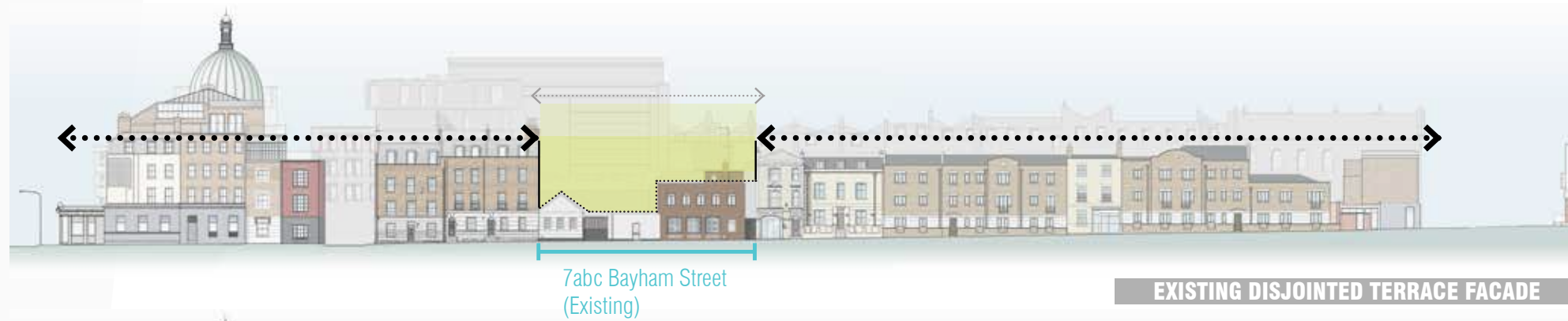
Brick has been selected as the primary facade material due to its historic use within the area, its durability and reinforcing quality that supports the character of the conservation area. The variety of texture, pattern and colour is used in expressive detailing to provide a building of high quality design. The main appearance of colour to the facade would be expressed though using non-uniform bricks with a colour variation that lends a texture and liveliness to the facade. The proposed building should reinforce the character and identity of local buildings while supporting architectural diversity.



Existing Disjointed Street Frontage



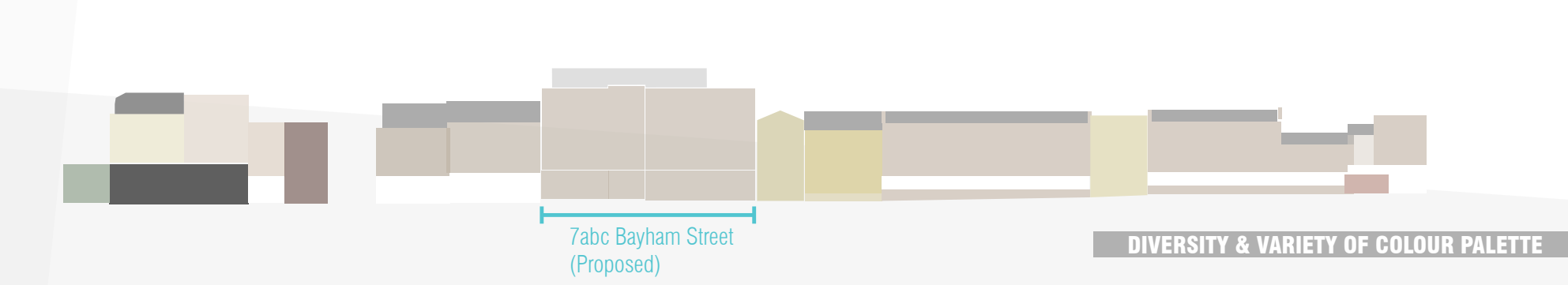
Proposed Continuous Street Frontage & Facade Projection denoting a Bayham Street Landmark



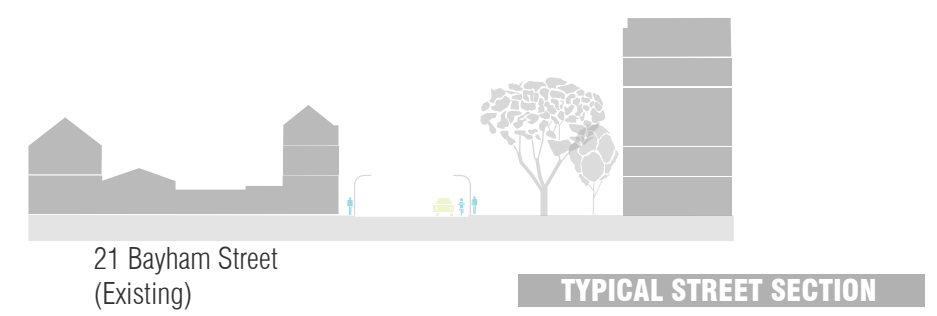
EXISTING DISJOINTED TERRACE FACADE



PROPOSED CONTINUOUS TERRACE FACADE

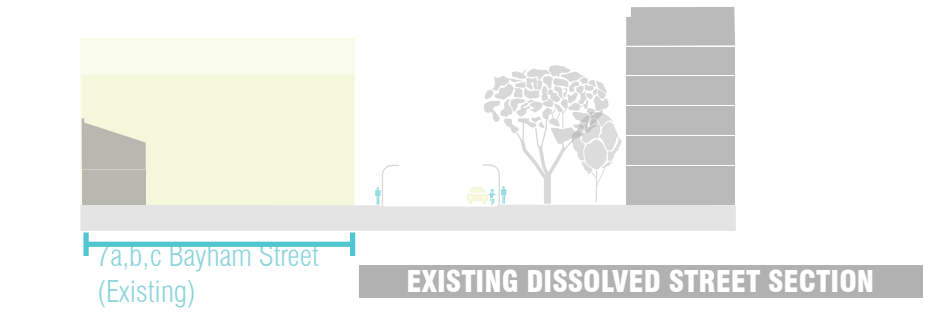


DIVERSITY & VARIETY OF COLOUR PALETTE



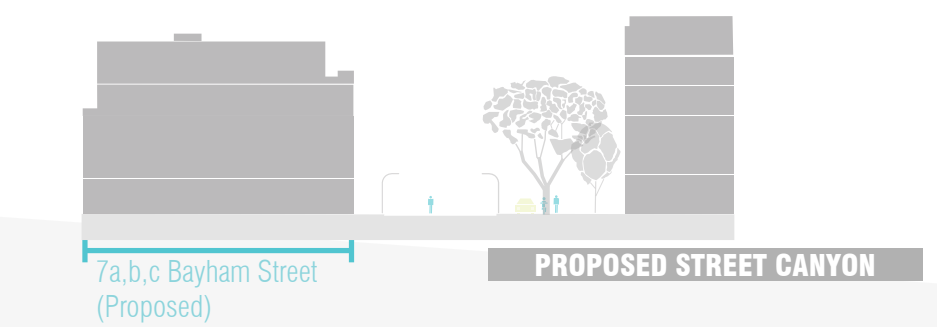
21 Bayham Street (Existing)

TYPICAL STREET SECTION



7a,b,c Bayham Street (Existing)

EXISTING DISSOLVED STREET SECTION

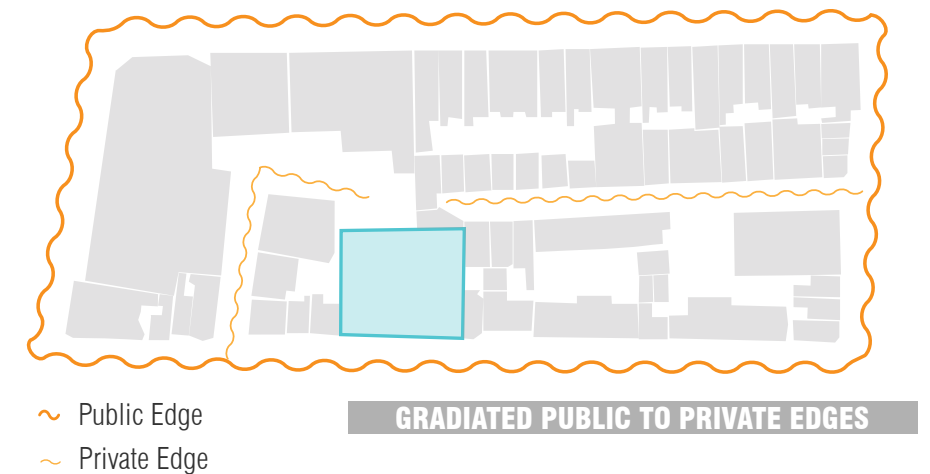
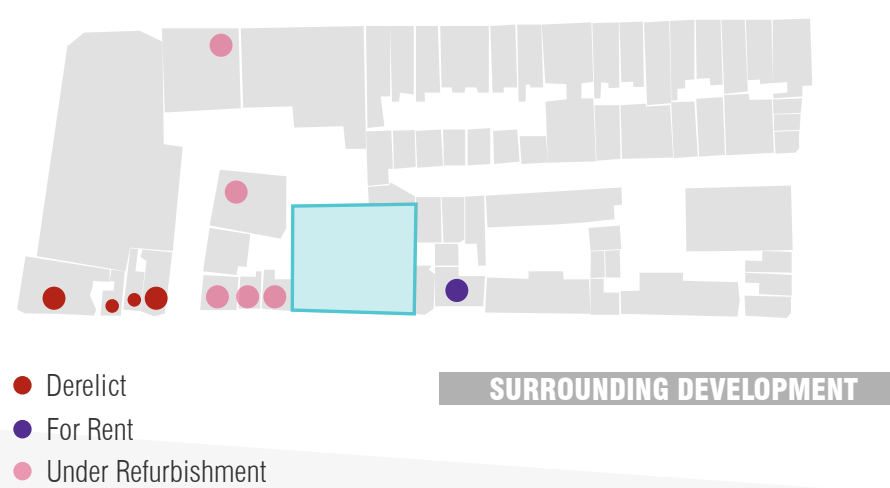
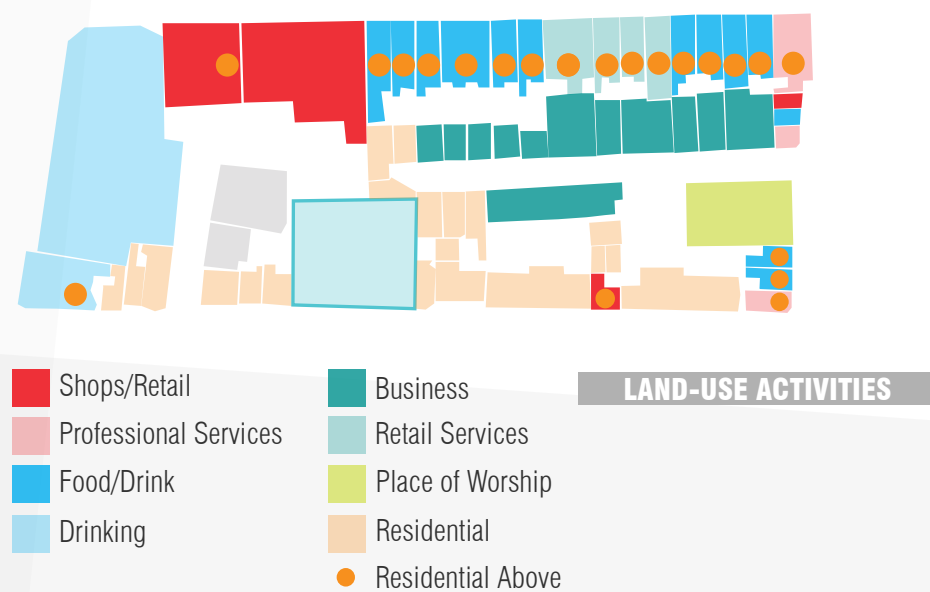
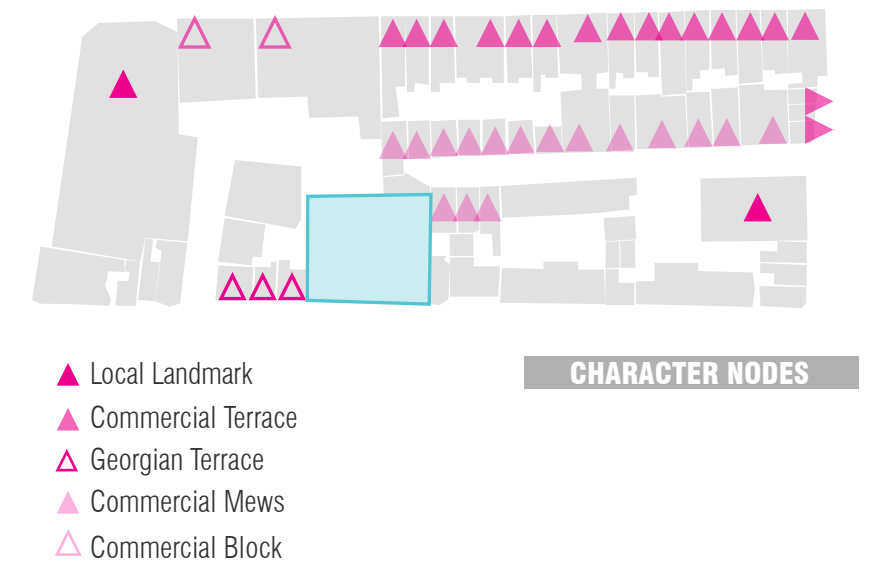
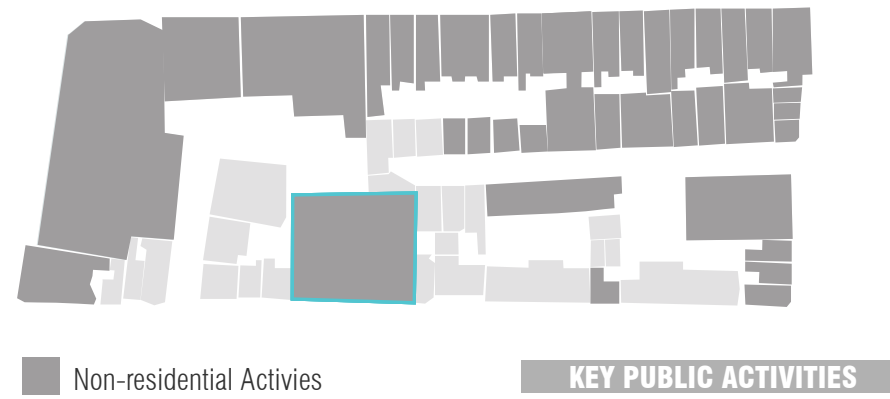
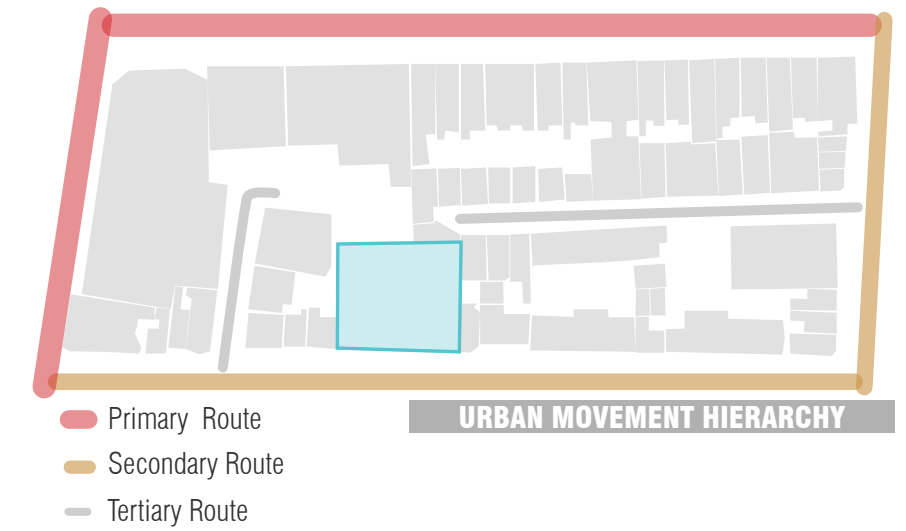
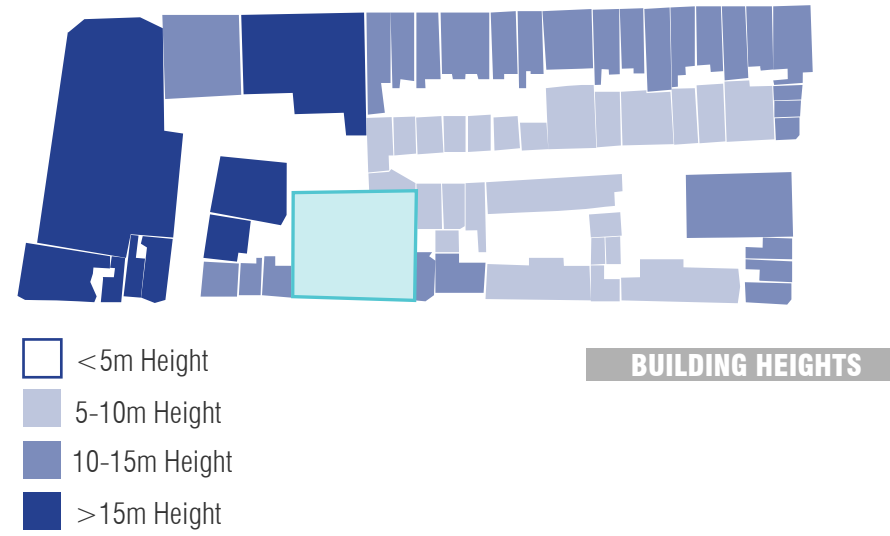


7a,b,c Bayham Street (Proposed)

PROPOSED STREET CANYON

EXISTING URBAN FORM CONDITIONS

These diagrams demonstrate the urban form and explore the identity of the proposal within the urban block by examining the relationship between the proposal and existing.







BAYHAM PLACE INDUSTRIAL MEWS

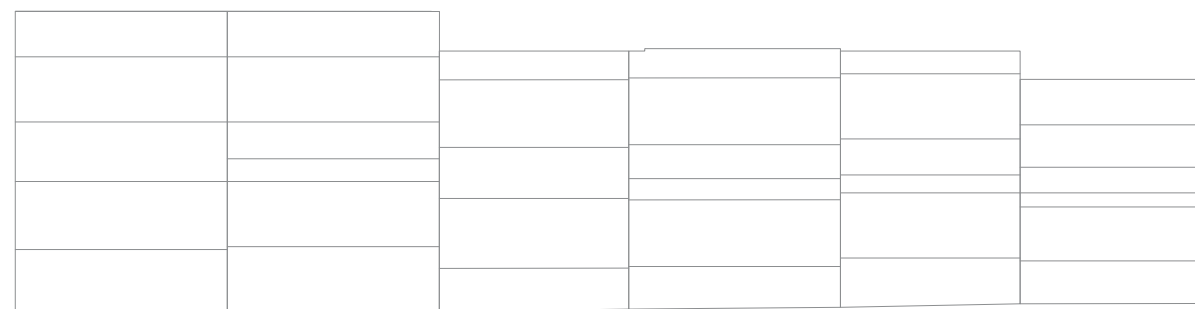
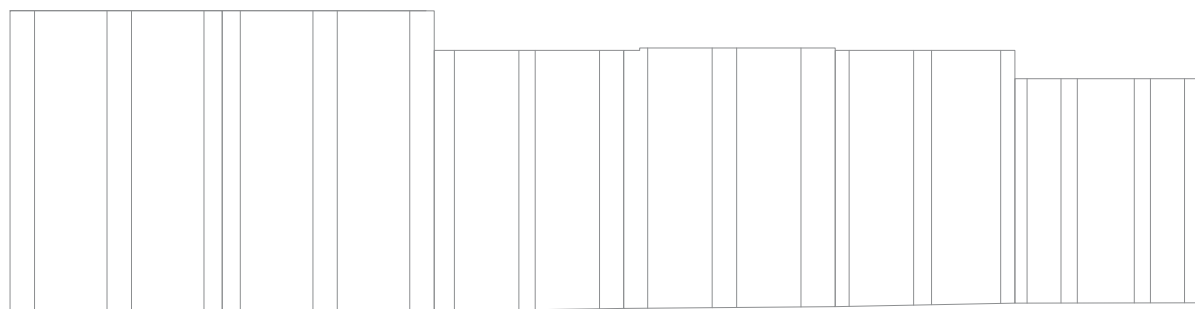
Located within the boundary of the Camden Town Conservation Area opposite the 7abc Bayham Street site, the industrial mews terrace along Bayham Place industrial is sourced as a precedent study street due to its vicinity to the site and the appropriate diversity and interest of its facade composition.



- The site 7a,b,c Bayham Street
- Bayham Place Industrial Mews



These diagrams explore the building fabric of the Bayham Place industrial mews with particular interest in the level of brick detailing of the façades and the layering of the opacity of the facade components.



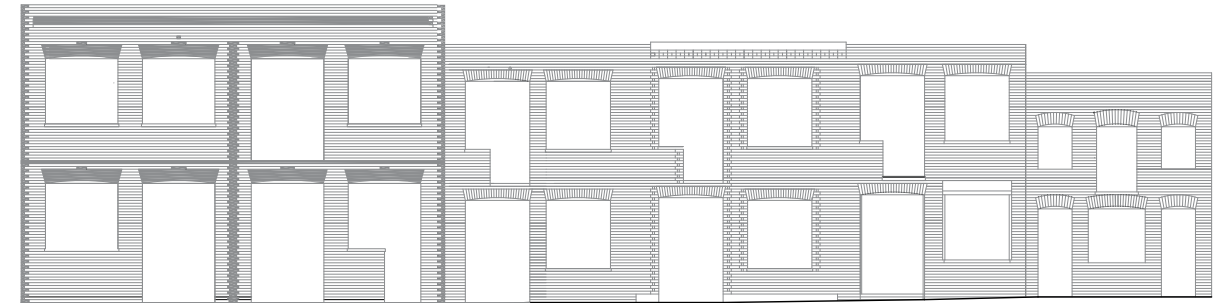
Horizontal/Vertical Facade Divisions



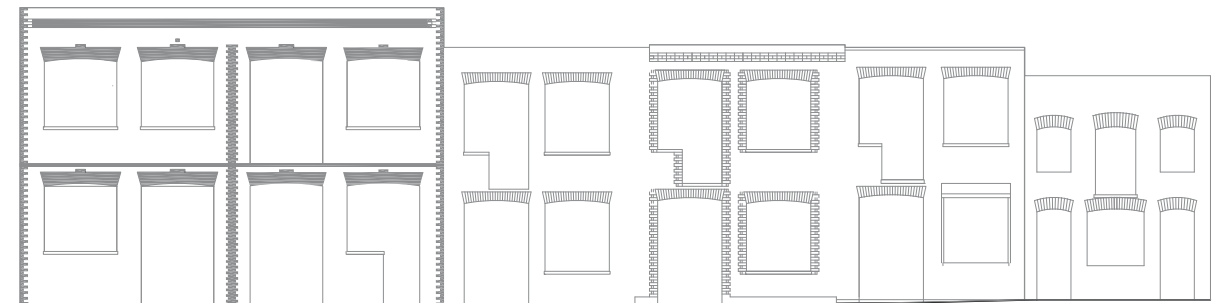
Fenestration Scale



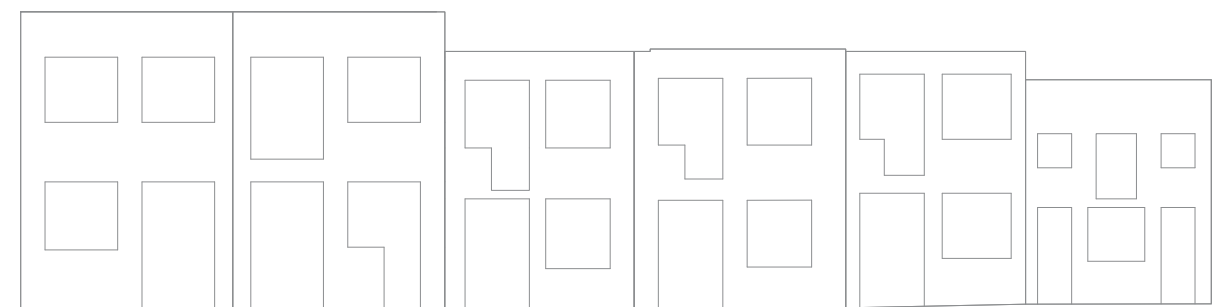
Bayham Place Industrial Mews



Brick Skin



Aperture Detail

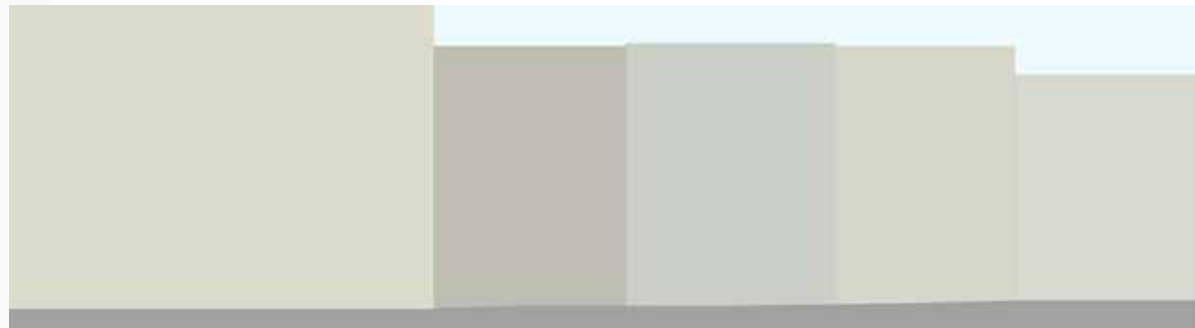


Aperture Grid

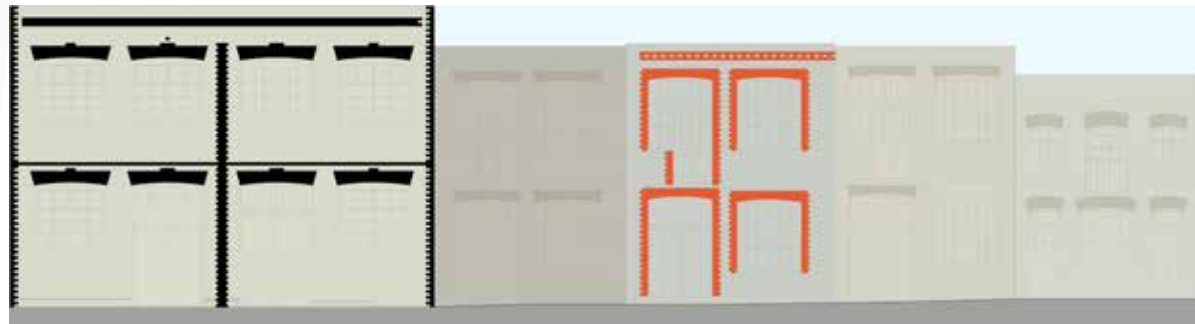


Fenestration

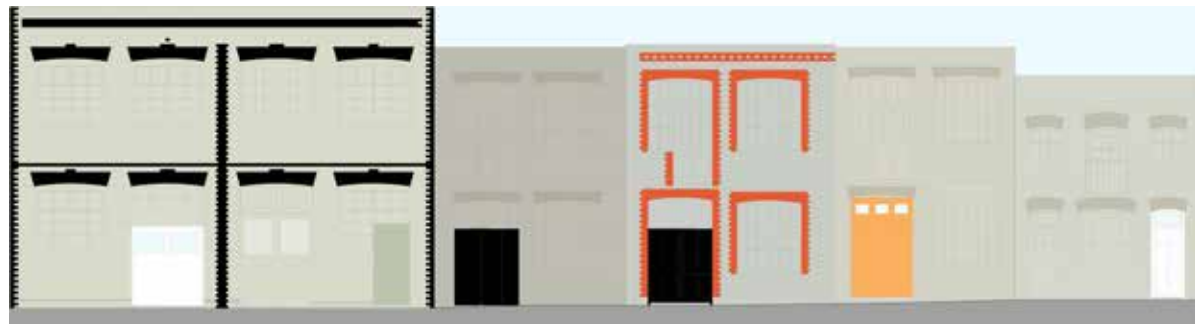




Property Bays



Brick Corbelling



Opaque Door Openings



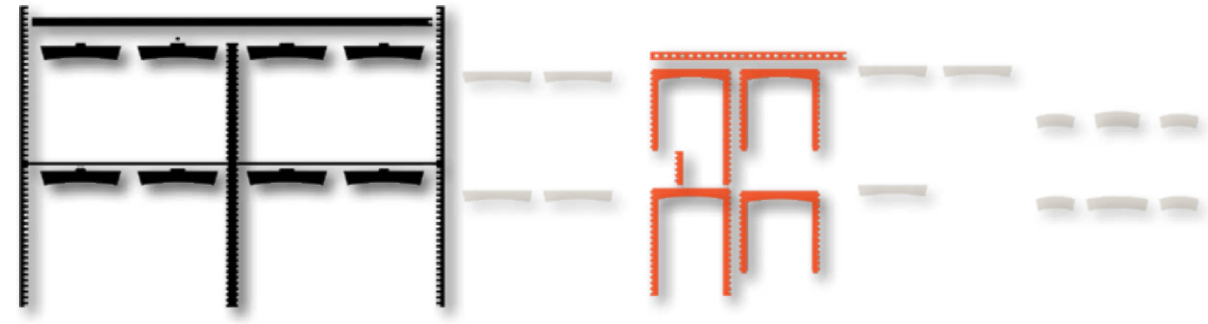
Semi-Glazed Door Openings



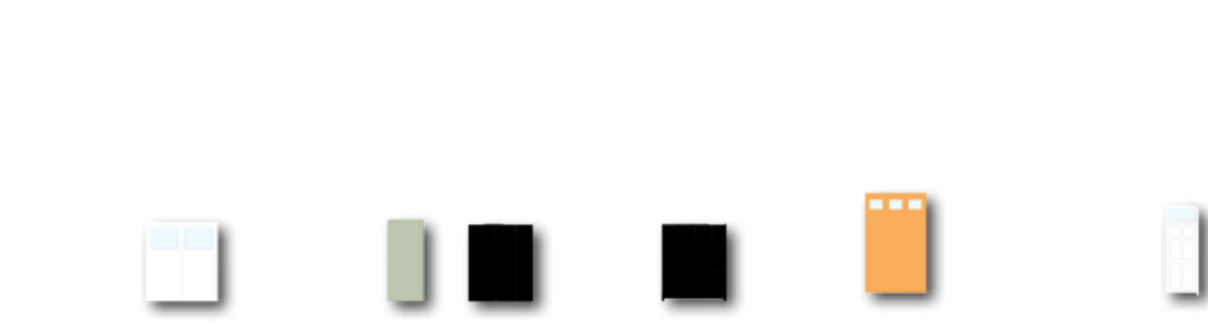
Window Openings



Facade Opacity & Colour



Brick Corbelling - Elements isolated



Opaque Door Openings - Elements isolated



Semi-Glazed Door Openings - Elements isolated



Window Openings - Elements isolated



ALIGNMENT WITH THE CAMDEN TOWN CONSERVATION AREA APPRAISAL AND MANAGEMENT STRATEGY

Following the guidance outlined in the Camden Town Conservation Area Appraisal and Management Strategy, the proposal aims to balance the harmony of the proposed architectural character with notable, existing architecture while providing appropriate levels of variety and interest to denote a contemporary, urban insertion.

Bayham Street Georgian Anatomy

The overall formality and regularity of the geometry and proportion of the Bayham Street facade particularly references key features of the existing, notable character and appearance of the Georgian architecture of numbers 3,5 & 7 Bayham Street. The variation and modelling of the bays and fenestration of the facade are sensitive to the variation and bay width of the Georgian neighbours. The facade to Bayham Street considers the contemporary interpretation of the Georgian 'First Rate' (illustration above) level of embellishment to add unique interest within the detailing of the corbelling of the brick facade



GEORGIAN CHARACTER DIAGRAM

First, Second and Third Rate Georgian houses, classified according to floor area and cost, as prescribed in the Building Act of 1774. The First Rate house is from Baker Street, the others are based on examples in R. Elsam's Practical Builder of 1825.

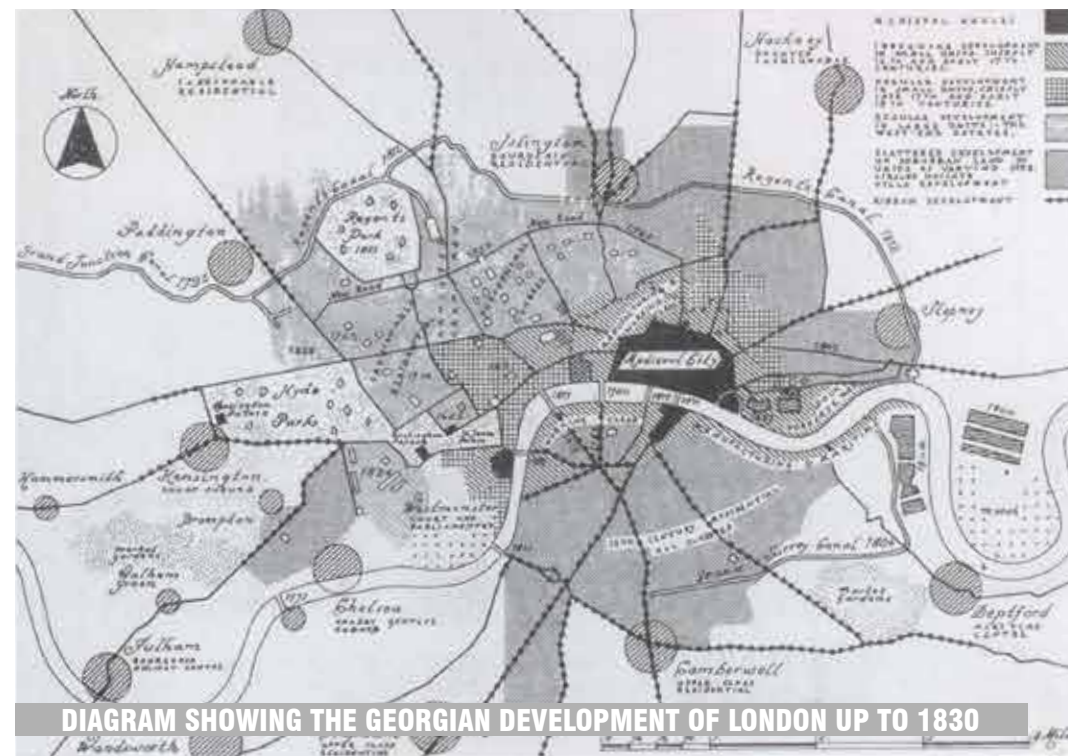


DIAGRAM SHOWING THE GEORGIAN DEVELOPMENT OF LONDON UP TO 1830

Camden town came in 1791. Set out eastwards of the road to Hampstead on the property of Lord Chancellor Camden (d1794) and his son 1st Marques Camden (d1840). For the former, the young dance drew up an outline plan of which little had been implemented before Lord Camden's death, and the supervisory architect employed by his son was Joseph Kay. Terraces were built along the Hampstead Road, with a grid of streets behind. The adjoining estate of Lord Lanton, took sites in 1825. Camden town remained isolated until the continuous Agar Estate on the east was built in Victorian times, Camden town and Agar Town eventually filling in the wedge between Hampstead Road & Maiden Lane (now York Way).

- **Integrated Green Building Top**  
 The Terraced Building Top is set back from view at street level to reduce the impact of the architectural massing and includes an integrated green roofscape.
- **Private Hospitality Mid Block**  
 The mid block of the facade is subdivided into a series of vertical bays, informed by the existing elevation massing along Bayham Street. Varied in width, projecting bays further model the facade.
- **Public Base**  
 A distinctive base level is introduced, informed by the existing Georgian facade base of Numbers 3, 5 & 7 Bayham Street. Accentuated by a mix of glazed and matt bricks, the building land-use at ground level provides an internal public series of spaces.



BAYHAM STREET INDUSTRIAL SKIN

The materiality of the facade aims to preserve the variety and eclecticism of the conservation area through the introduction of a contemporary material palette which references the local, industrial precedents of the Camden Town Conservation Area & the wider London Borough of Camden.

The skin of the building seeks inspiration directly from local, industrial precedents and the regenerative architecture of the surrounding zones of Camden Lock and Kings Cross. The variety of chosen external cladding finishes varies the material palette of the urban block and allows the architectural expression to add contemporary interest to the urban frontage of Bayham Street.

The industrial facade skin explores:

- Variation of fenestration proportion
- Distinction of base, mid-block and top
- Simple materials palette of glazed & matt brick, metal and glass
- Modelling of projected facade bays at ground level



ARCHITECTURAL CHARACTER ELEMENTS DIAGRAM



CBMA ACADEMY | GREENLAND STREET



COURTYARD | JAMESTOWN ROAD

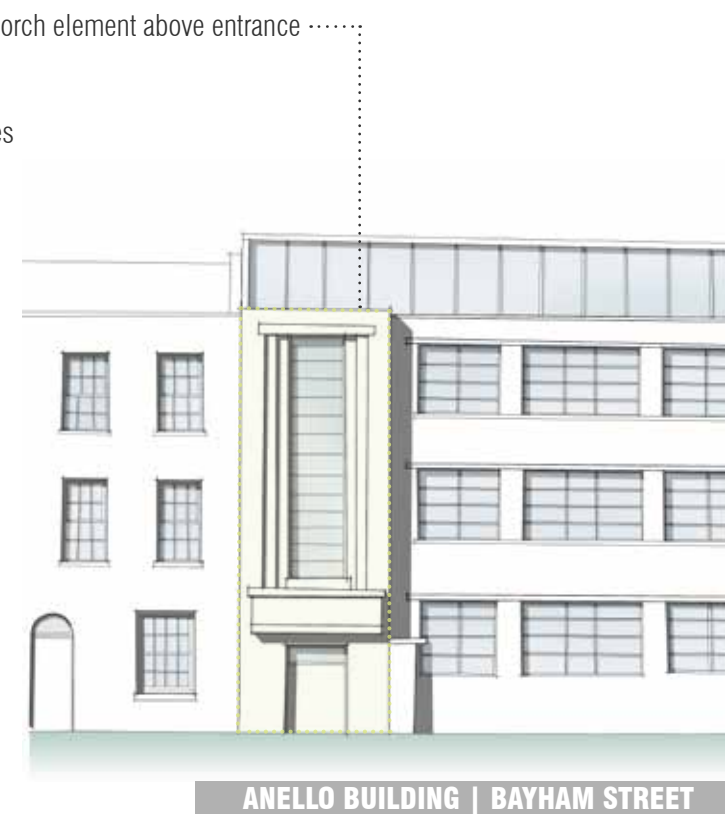


GETTY IMAGES | BAYHAM STREET

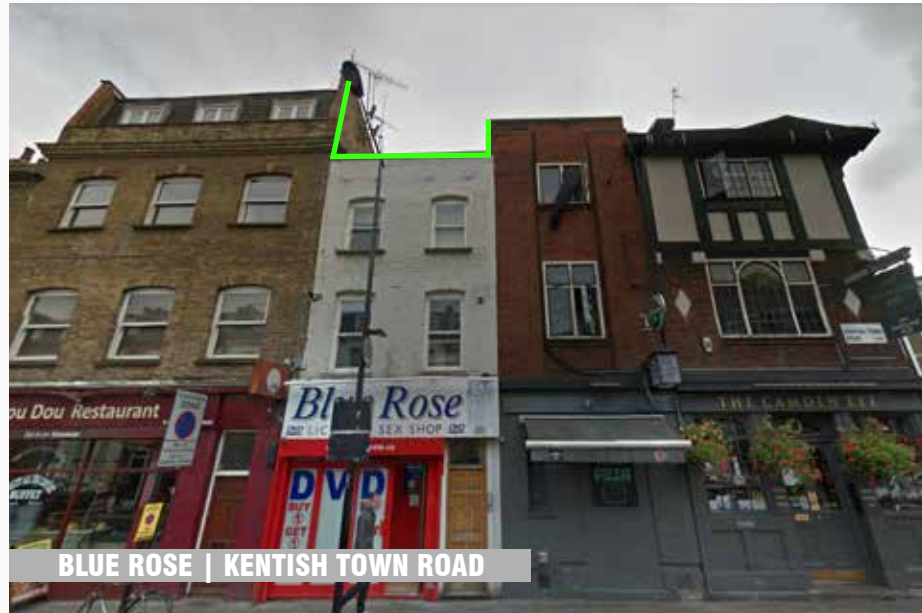


VERTICAL ENTRANCE CHARACTER

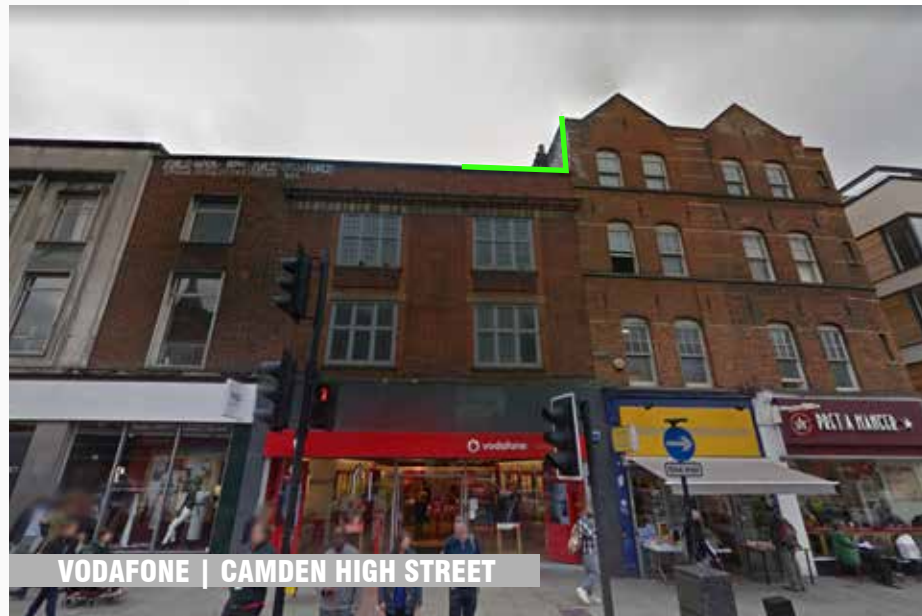
Camden is well known for its distinctive and eclectic architectural character, and this is particularly notable around the Camden Town area in the streets surrounding Camden High Street. Building typologies vary significantly but one recurring feature is a strong vertical entrance bay as shown in these sketch examples of a buildings on and around Bayham Street.







BLUE ROSE | KENTISH TOWN ROAD



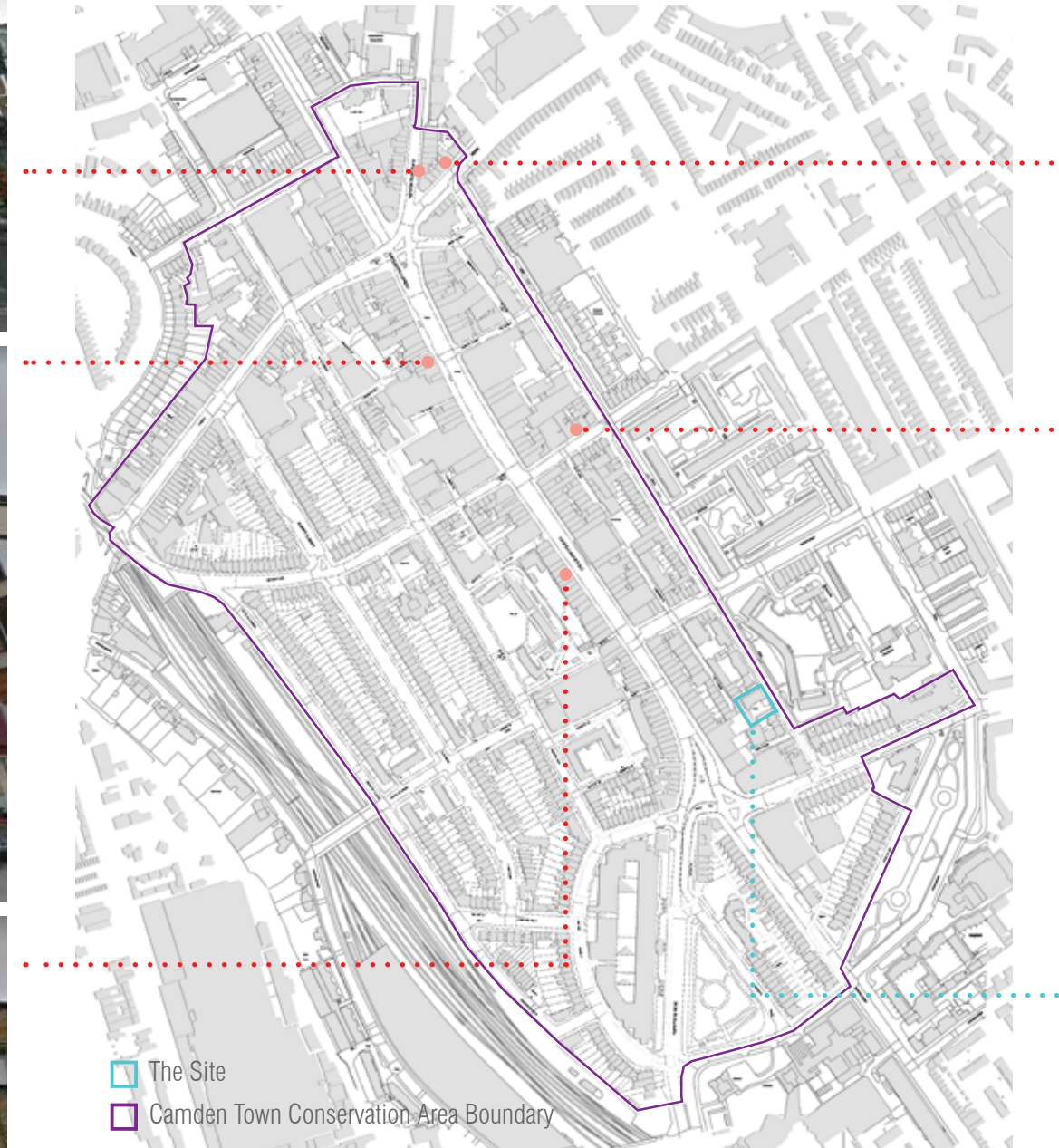
VODAFONE | CAMDEN HIGH STREET



KODAK EXPRESS | CAMDEN HIGH STREET

This study looks at the relationship of building types and massing in the Camden Town Conservation Area, in particular in the commercial sub area surround the 7abc Bayham Street site.

The study highlights the variation in building massing with tall buildings against low rise and flat roofs against pediments to form the distinctive architectural language and design character which the Camden Town area is so well known for.



WOODY GRILL | CAMDEN ROAD



SIHAM | PRATT STREET



7abc | BAYHAM STREET



