



2.0 SITE ANALYSIS

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CAMDEN TOWN HISTORY

Today Camden Town is mostly known for its markets, creative community and alternative but richly diverse culture due to its recent history dating back to the 1970's.

From a nondescript stretch of fields and open countryside two hundred and fifty years ago, rapid development started after Lord Camden provided land for the construction of 1400 houses in 1791. The Regent's Canal opened in 1820 and industrialisation of the area sparked a few years later with the arrival of the railways. With factories and warehouses sprouting alongside the canal and benefiting from immediate adjacent residential districts; Camden Town prospered. After the second world war, a dramatic decline in industry and use of the waterways led to the area becoming derelict and impoverished.

The Camden Market space was created at Camden Lock in 1972; whereby the blighted industrial sites along the canal were speculatively acquired and space within it was rented out as workshops for artists and crafts people. The workshops were the catalyst for the creation of Camden Market, the success of which prompted a rebirth and renewed growth to this area. In recent decades, the area has become a major tourist destination and has been transformed beyond its original humble beginnings. As a result Camden Town has become one of the most exciting districts in London. With a strong and vibrant business community and significant opportunities emerging as Kings Cross and Euston deliver major transportation projects within walking distance, Camden Town is poised to become one of the fastest growing commercial districts in Europe.

Seen against the broader redefining landscape of London, Camden is currently establishing itself as a key creative centrepiece and it is important to underwrite this vision through any future developments.

CAMDEN TIME LINE 1800s - 2018



1800s
Local commerce began in Camden with land provided by Charles Pratt, 1st Earl Camden, to turn the area into an industrial powerhouse, bringing railways and canals, though activity would decline following the Second World War.

1970s

Peter Wheeler and Bill Fulford buy the remaining 10 year lease of Dingwall's Timber Yard. Workshops are formed for artists and craftsmen in the West Yard in addition to a market on the weekends.



1980s
Market times are increased and opened during the week with expansions into the Middle and East Yard and new shops and markets spread along Camden High street due to its success.

1990s

Major redevelopment of Camden Lock area providing retail and office space with Buck Street & Electric Ballroom Markets open.

Camden is established as a mixed-use development area in London with a reputation for its nightlife, music and art culture.



2000s
Eurostar services from continental Europe relocate from Waterloo to St Pancras on 14 November 2007, increasing international visitors to Camden.

On 9 February 2008 a fire destroys the Canal Street Market in Hawley Wharf and some adjoining buildings on the High Street.

2010s

Plans are prepared for the redevelopment of Stable Market and Hawley Wharf. Camden Market becomes London's 4th most popular tourist attraction, specialising in alternative fashion, vintage, emerging designers, and international food with almost 800 traders.



Today
Camden Market is now a bigger tourist attraction than Buckingham Palace with an estimated 40 million visitors each year or approximately 100,000 visitors per weekend and since 2014, the Israeli billionaire Teddy Sagi has been buying property in the Camden Market area and now owns the four most important of the six sections of the market or 11 acres of land to significantly enhance Camden's built environment to create a world-class living, working, retail and leisure destination.



Market Tech Holdings Ltd started work on the first phase of the £500m redevelopment of Hawley Wharf which includes a mixed use development of new homes alongside a market and retail destination, a new local cinema and high quality public realm on a 4.6-acre site.

HISTORIC MAPS

The following historic maps show the changing fabric of the wider area over the course of a century with the emergence of key routes through the town and highlighting the growing presence of the railways. What this also shows, is that despite a century of transformation, the street patterns remain relatively unchanged with the Camden Town conservation area, mostly retaining its 19th century town planning parameters. Contrary to this, the actual built form has changed drastically over this time, as can be noticeably seen on the opposite side of the street to 7abc Bayham Street, particularly in the 1970 plan.



BAYHAM STREET CONTEXT HISTORY

In April 1850 Frances Mary Buss opened the North London Collegiate School for Ladies at 46 (later renumbered 12) Camden Street with its rear courtyard garden forming the site of what is today 7abc Bayham Street. Camden Town was then a professional neighbourhood near both Hampstead and the City, and 35 daughters of gentlemen and 'the most respectable' tradesmen assembled on the opening day. The teaching encouraged thought and observation rather than learning by rote, and its success was immediate. By December 1850 there were 115 pupils and Miss Buss had founded 'the model for girls' Day Schools throughout the country.

In 1870 the school was relocated as Miss Buss decided to transform her flourishing private venture into a public grammar school for girls which would require new premises. The school continued at a site a Sandall Road leaving the Camden Street site vacant and the rear courtyard was later developed into industrial premises.

Camden has had mixed fortunes over the centuries. Starting as a prosperous neighbourhood and developing into an industrial centre, the area suffered badly from bomb damage during World War II and the industrial decline over the years which followed.

In recent decades however, Camden Town has enjoyed a cultural revival, and is now mostly known for its markets, creative community and alternative culture with the revival of the local community through the arts and music scenes.

The site at 7abc Bayham Street has drastically changed over this period. Developing from a rear courtyard of a girls school, its current form is of a cluster of three buildings of varying ages, oriented around a car park. While the buildings 7a and 7b are believed to date from the late 19th century, they have been significantly altered and in recent years. Alterations were made to 7b to make the facade appear more historic and in keeping with neighbouring 3, 5 and 7 Bayham Street. Building 7a dates from the 1960s and appeared at the time that Bayham Street's character was radically transformed with the demolition of historic terraces and the construction of the high rise Bayham Place estate and particularly the Westerham flats opposite the site.

BAYHAM STREET TIME LINE 19th CENTURY - TODAY



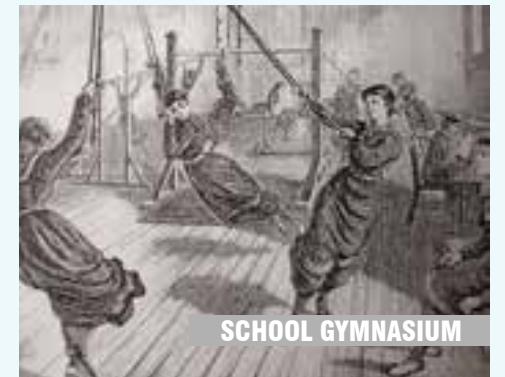
Late 19th Century

7abc was a rear courtyard for the North London Collegiate School, founded by Mrs Frances Mary Buss as a school for dignified ladies.

The site was converted into industrial buildings after the school relocates to Sandall Road in the late 19th century, with the construction of what is now 7b and 7c.



FRANCES MARY BUSS



SCHOOL GYMNASIUM



CAMDEN THEATRE



THEATRE WITH LOST CUPPOLA

Early 20th Century

The local landmark KOKO with its iconic dome opened in 1900 as the Camden Theatre, designed by the prominent Australian born architect, William Sprague, (1863-1933).

The building was converted into one of London's earliest cinema's in 1911 and has seen several reincarnations as theatres and music halls since. In the 1980s and 90s, what was by then known as the Camden Palace was at the heart of New Romantic and later Britpop music culture.



Mid 20th Century

In the 1960s, historic terraces to the east of Bayham Street are demolished and replaced with high rise housing blocks on the Bayham Place estate.

The 7abc site was redeveloped into office space with a new building constructed on site. Camden Town conservation area is formed in 1986 to preserve remaining historic character west of Bayham Street.



7abc IN 1980



WESTERHAM FLATS



7abc TODAY

2018 and the future

Camden Town and the area around Mornington Crescent are in the midst of an urban revival with significant regeneration occurring in the immediate area as young and innovative future industries seek to get have a presence in one of London's most dynamic cultural hubs. The project to transform 7abc Bayham Street into a new hotel and office concept will contribute to this resurgence, creating a lively and vibrant creative and social hub for the wider community



DESIGN PROPOSAL

CAMDEN IS CHANGING

The proposed development site at 7abc Bayham Street sits on the outside edge of Camden town centre but within the boundary of Camden Town conservation area. The design team have recognised from the outset that a successful scheme will only be achieved if the design concept for the proposed hotel and office development respond well to the local setting and the space becomes a cohesive addition to the Camden Town context, contributing to the wider ongoing regeneration in the borough.

The borough of Camden is currently going through considerable change. New areas of exciting urban development are emerging, and with them a variety of architectural styles. The proposed hotel and office space to 7abc Bayham Street will be just a small part in this larger ongoing transformation within the local area.

The map here shows some of the significant redevelopment projects taking place within 10-15 minutes walk from Bayham Street.



1. Camden Goods Yard

Camden Goods Yard received planning permission in 2017 for a new mixed-use neighbourhood at the heart of the borough. The site is a large, historically significant area, partially within the town centre of Camden Town. The project is providing a substantial number of much needed new affordable homes (573 residential units), and a range of commercial space (39,588sqm) in a setting of significantly improved public realm with new open spaces and community facilities.



5. Camden Lock Village Development

The Camden Lock Village scheme received planning permission in November 2012 to create a 50,000m² mixed-use development. It comprises of 8 new buildings between 3 and 9 stories in height, to provide a new canal-side market building, cafés and restaurants, art-house cinema, housing (170 residential units, of which 156 are private), markets, flexible employment space, three public spaces, and a new school with works currently on site.



4. Euston Area Plan Regeneration

High Speed 2 will terminate at Euston station, meaning that a large redevelopment of the station and surrounding area is needed. Areas of housing and retail are being demolished and rebuilt into the redevelopment project. This includes a substantial volume of new housing and office space, plus some retail and other community uses. Total development value is approximately £3 billion, including up to 3,800 new homes, 280,000sqm of office space, and 20,000sqm of retail. Construction is underway, with completion of phase one scheduled for 2026, and phase two in 2033.



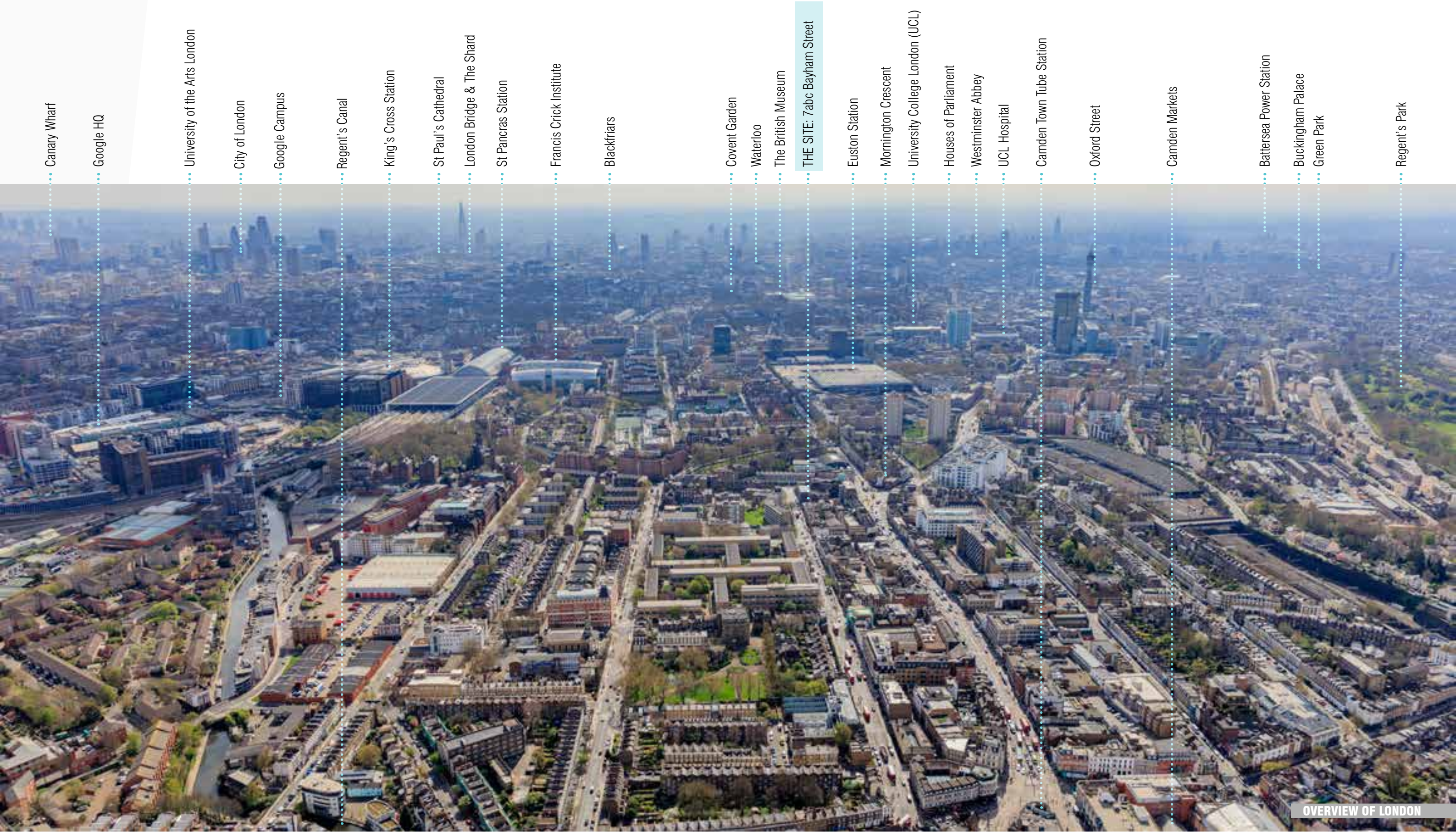
2. King's Cross Redevelopment

One of the largest current developments in London, the 67 acre site will house 50 new buildings, 1,900 new homes and 26 acres of open space. What was an underused industrial wasteland is being transformed into a new part of the city with homes, shops, offices, galleries, bars, restaurants, schools and even a university. It's a whole new piece of London with a brand new postcode, N1C.

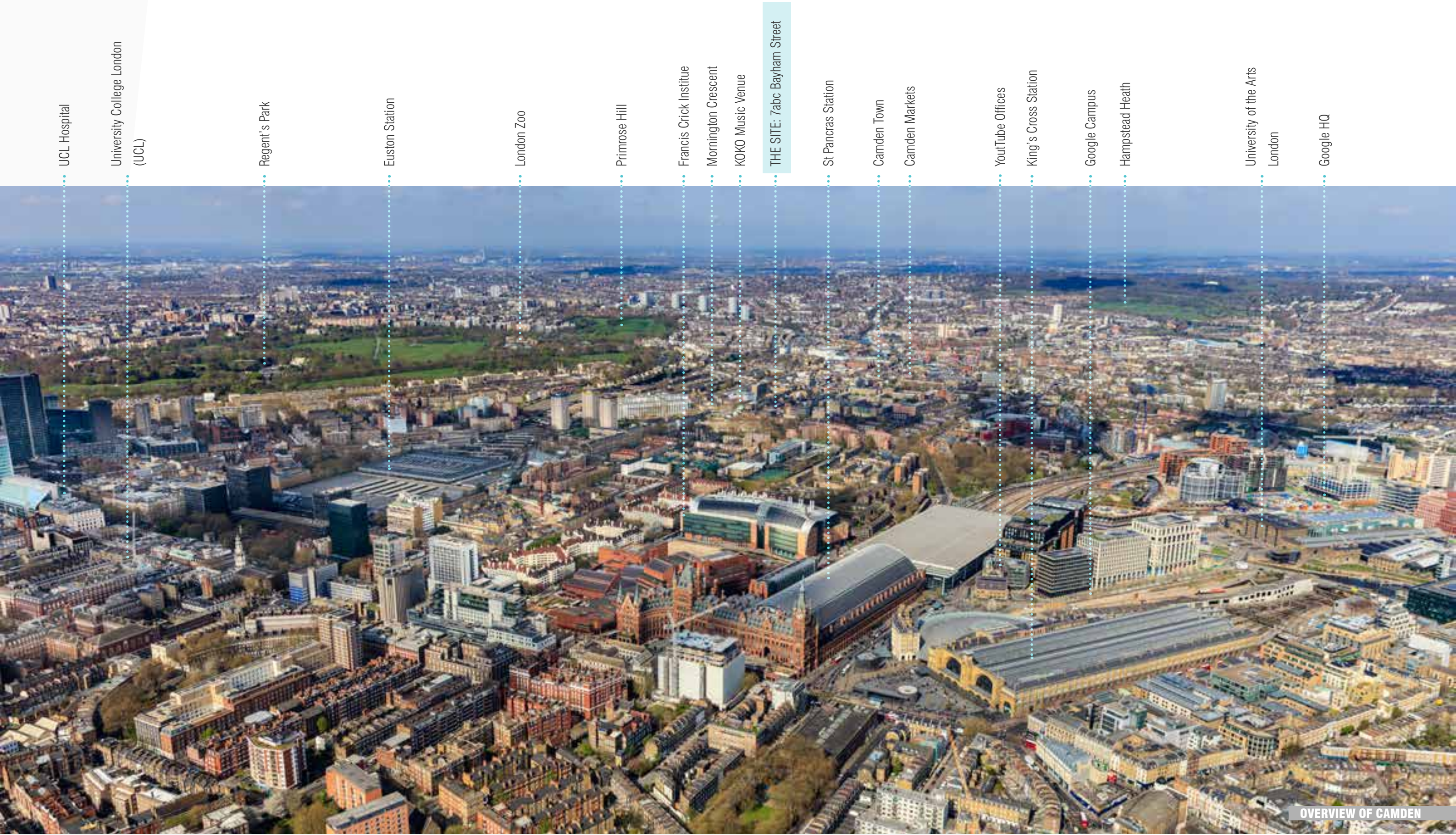


3. Somers Town Redevelopment

Camden Council own a large proportion of the land in Somers Town, and are actively pursuing the improvement of this area. They have identified seven key sites for redevelopment to introduce a variety of improvements including affordable housing, private housing, a primary school, a secondary school, community hub, new public space and some improved pedestrian routes.



OVERVIEW OF LONDON



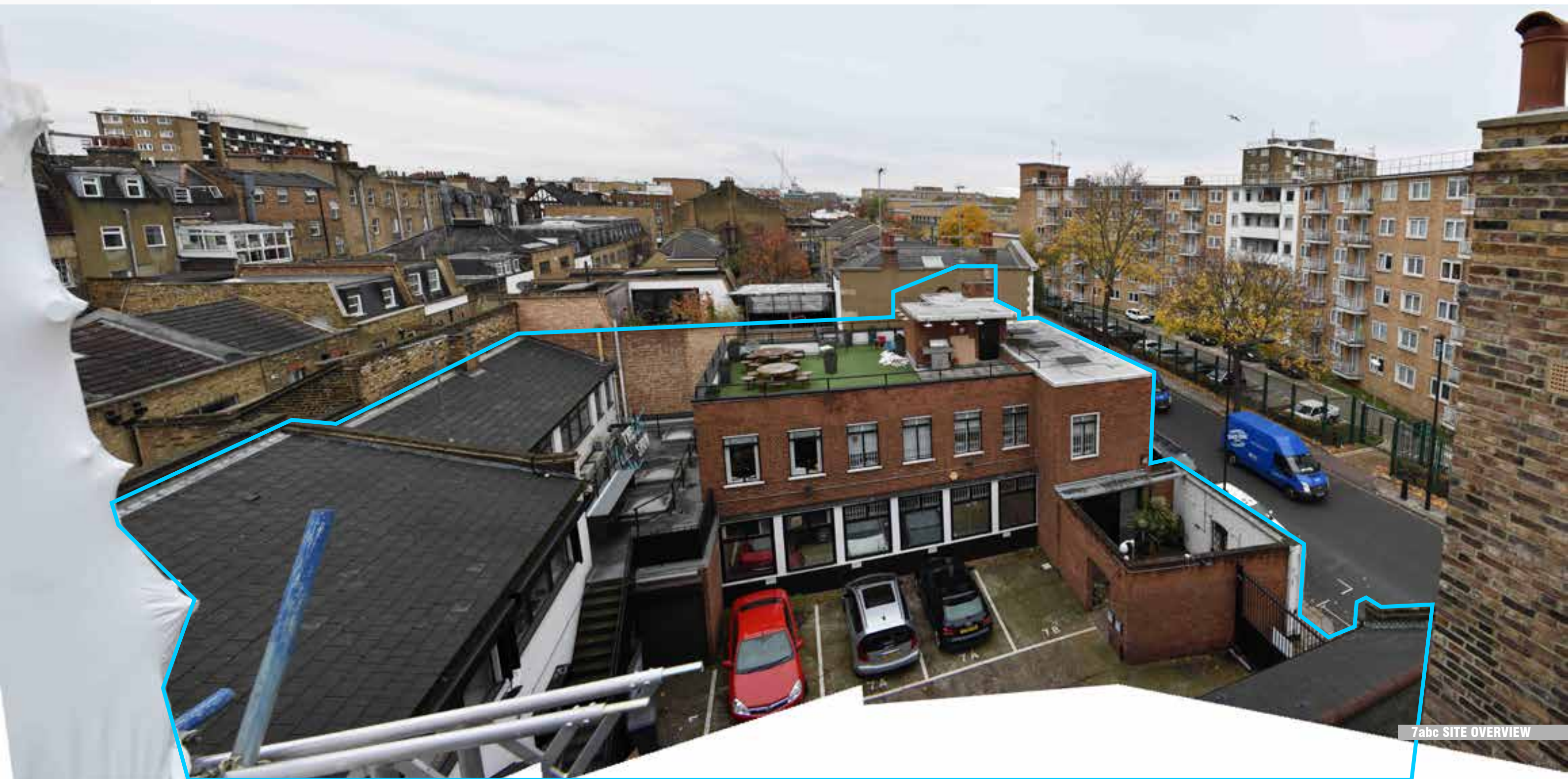


BAYHAM STREET SCENE

7abc Bayham Street



BAYHAM STREET OVERVIEW



7abc SITE OVERVIEW

The proposed development site at 7abc Bayham Street sits outside the edge of Camden Town centre but within the boundary of Camden Town Conservation Area. This site analysis study will seek to demonstrate the constraints and opportunities present in the local area which will impact the scheme proposals.

The design team recognise that successful scheme will only be achieved if the design concept for the proposals respond well to the local setting and the proposed hotel and office space becomes a cohesive addition to the Camden Town context, contributing to the wider ongoing regeneration in the borough.

7ABC BAYHAM STREET



CAMDEN HIGH STREET OVERVIEW

