

An aerial photograph of a dense urban area in London, showing a mix of historic and modern buildings. A specific building complex is highlighted with a teal outline. The surrounding area includes a large domed building on the left, various multi-story brick buildings, and a modern building with a curved roof. The highlighted building is a multi-story structure with a flat roof and several windows, situated in a narrow street between older buildings.

The 7abc HOTEL OFFICE

Proposal for:
**7ABC BAYHAM
STREET
LONDON
NW1 0EY**

ambigram architects



PROJECT INFORMATION

ambigram architects was appointed in October 2017 to initially review and appraise the existing site for Camden Lifestyle’s office and hotel concept.

The 7abc scheme includes proposals for a new hotel concept with a contemporary café/ bar, high-quality office facilities with co-working spaces and meeting rooms tailored to businesses in the creative and technology, media & telecoms (TMT) sectors. The scheme includes fitness facilities, M&E plant, laundry and storage space and staff facilities to support the proposed functions of the hotel and office environment.

Camden Lifestyle (UK) Ltd’s aspirations are to deliver an iconic hotel and co-working concept of the highest quality, which becomes a catalyst for the ongoing regeneration of the local area. The project aspires to create a strong bond with the local context and community as well as the two 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 wider context, especially the opportunities and ambitions offered by the Kings Cross and Euston/HS2 Regeneration schemes and local re-development projects such as the proposed Camden Town Station, Camden Markets and the nearby works beginning at Koko’s Hope Project.

Following initial reviews and discussions with the client, ambigram architects have been appointed to explore a new approach to this challenging site. From the outset, it was felt that any proposal needed to be contemporary in design, environmentally responsive and economically sustainable to respond to the ideals of the local community and make a positive contribution to its future growth.

This proposal seeks 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, local amenities and provide varied employment opportunities. All of which would benefit both the users and the local community.

This design review report has been prepared with the input from a comprehensive team of consultants.

The project team at present includes:

<i>Client:</i>	Camden Lifestyle (UK) Ltd
<i>Architects:</i>	ambigram architects
<i>Principal Designer:</i>	KGK Consultants
<i>Planning Consultant:</i>	GL Hearn
<i>Heritage and Townscape:</i>	Heritage Collective
<i>Local Community Advisor:</i>	Quatro PR
<i>Structural Engineer:</i>	TZG Partnership
<i>Daylight and Sunlight Consultant:</i>	Point 2 Surveyors
<i>Energy and Sustainability Strategy:</i>	Ensphere Group
<i>Transport and Movement:</i>	Transport Dynamics
<i>Air Quality, Ecology, Site Waste and Waste Strategy Consultant:</i>	Royal HaskoningDHV



7abc Bayham Street
London
NW1 0EY

Date: 31 JULY 2018

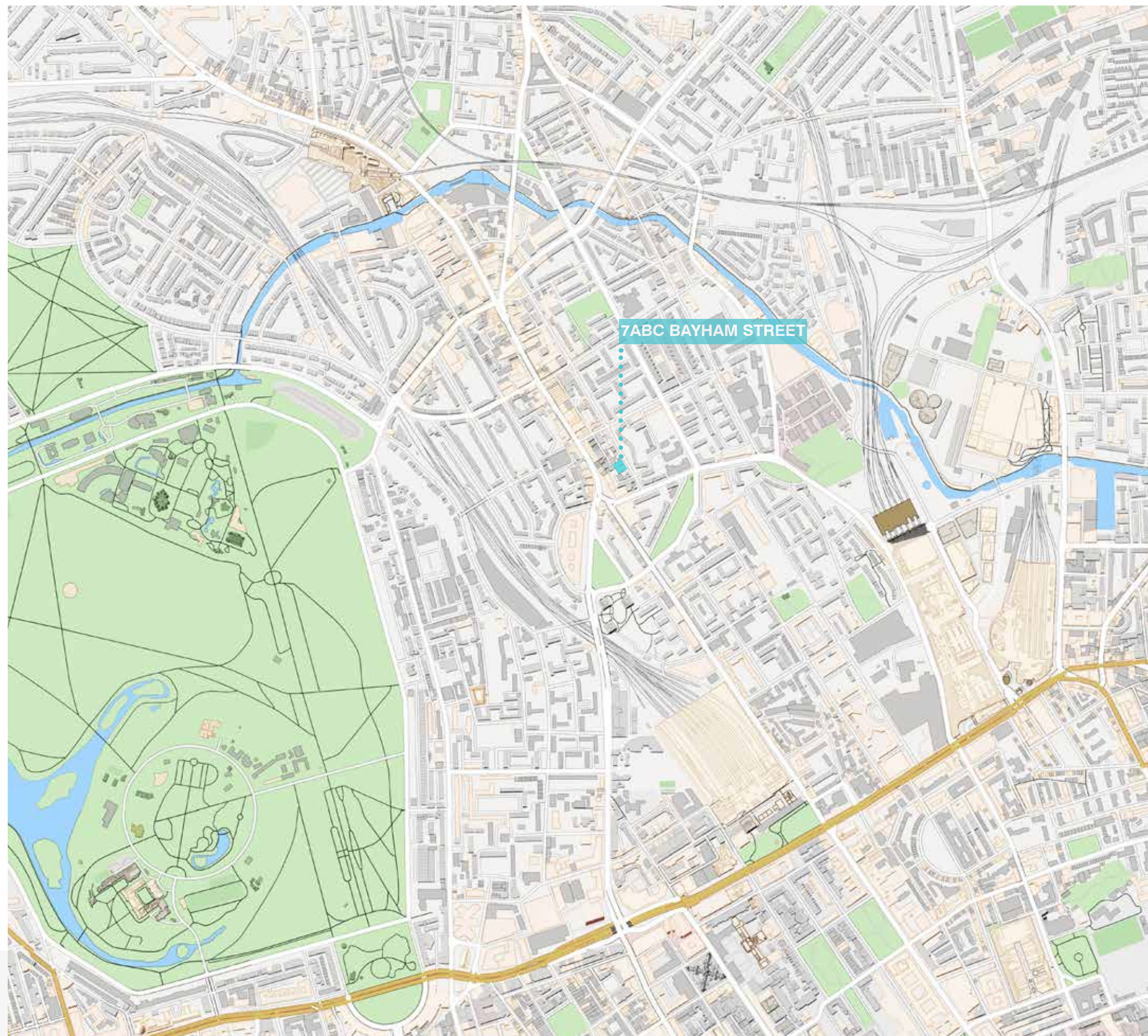
Project No: aa-a-1704

Report by:
ambigram architects
Studio 2.04
60 Grays Inn Road
London WC1X 8AQ

www.ambigramarchitects.com

CONTENTS

1.0	Introduction	05
2.0	Site Analysis	08
3.0	Urban Design Study	24
4.0	Design Concept	39
5.0	Design Principles	44
6.0	Scheme Proposals	56
7.0	Access Statement	70
8.0	Appearance and Character	76
9.0	Landscaping Proposals	89
10.0	Appendices	93



7abc Bayham Street falls within the eastern boundary of the Camden Town Conservation Area on the edge of Camden Town Centre. Bayham Street has an eclectic character with a broad mix of development including fine Georgian terraces, industrial building, mews houses and a high rise wrap around housing estate.

The site of 7abc is enclosed by three terraced houses (3,5,7 Bayham Street) to the south, a privately-owned car park (12 Camden High Street) and Mews houses (1 a and 2 Kings Terrace) to the west, and two terraced houses (9A & 9B Bayham Street) to the North. The historical front facade of 3,5 and 7's short terrace is of good quality; however, the rear has been subject to a number of more recent additions. The whole terrace has recently been redeveloped, introducing a mansard roof extension over the three units as well as rear additions.

The cluster of buildings at the 7abc site consist of two, 2-storey commercial buildings, and one single storey pitched roof office, each dating from various eras between the late 19th century and the 1960s. These properties have retained very little original heritage character. Much of the site is occupied by a car park and given the location, this site is significantly underutilised in its current form. The buildings on site are not listed and are considered to have neutral impact on the Camden Town conservation area.

Mornington Crescent Underground Station is within short walking distance and there is very good access to other transport, retail and leisure amenities along Camden High Street. There is a varied and eclectic mix of architecture and usage types in the surrounding buildings, consisting of residential, office and retail. At the end of Bayham Street, Bayham Place is a service entrance to the live music and events venue Koko London; with the adjoining Hope and Anchor pub, and a modest 3-4 storey office. This cluster of buildings is undergoing significant refurbishment and extension to create a new landmark leisure destination.

Further to the north is the heart of Camden Town and the Camden Markets, amongst other popular tourist sites. There are several educational institutions, hospitals and public spaces also within proximity, such as Regents Park, Regent's Canal and Camley Street Natural Park.

There is excellent proximity to a variety of public transport links. King's Cross, St. Pancras International and Euston stations are all within 15 minutes' walk of the site, making this a highly sustainable location for development.





The site of 7abc is well located, in very close proximity to the lively Camden high street whilst benefiting from the quiet residential backstreet setting of Bayham Street. The site is currently occupied by a grouping of three low rise office buildings arranged around a small central hard standing area which gives access to these workplaces. It is proposed to replace this with a more densely arranged building, better suited to its context which includes a hotel with contemporary café/bar, high-quality office facilities with co-working spaces and meeting rooms suited to businesses in the creative and technology, media and telecom (TMT) sectors. The scheme also allows for two new basement levels to accommodate fitness facilities, conference rooms, mechanical and electrical plant, and storage space and staff facilities to support the proposed functions of hotel and office environment.

This application seeks consent for demolition of the existing office buildings 7a, b and c and redevelopment of the site to provide a mixed office (B1a) and hotel (C1) scheme. Approximate proposed GIA figures for the proposed building are indicated in the diagram to the right.

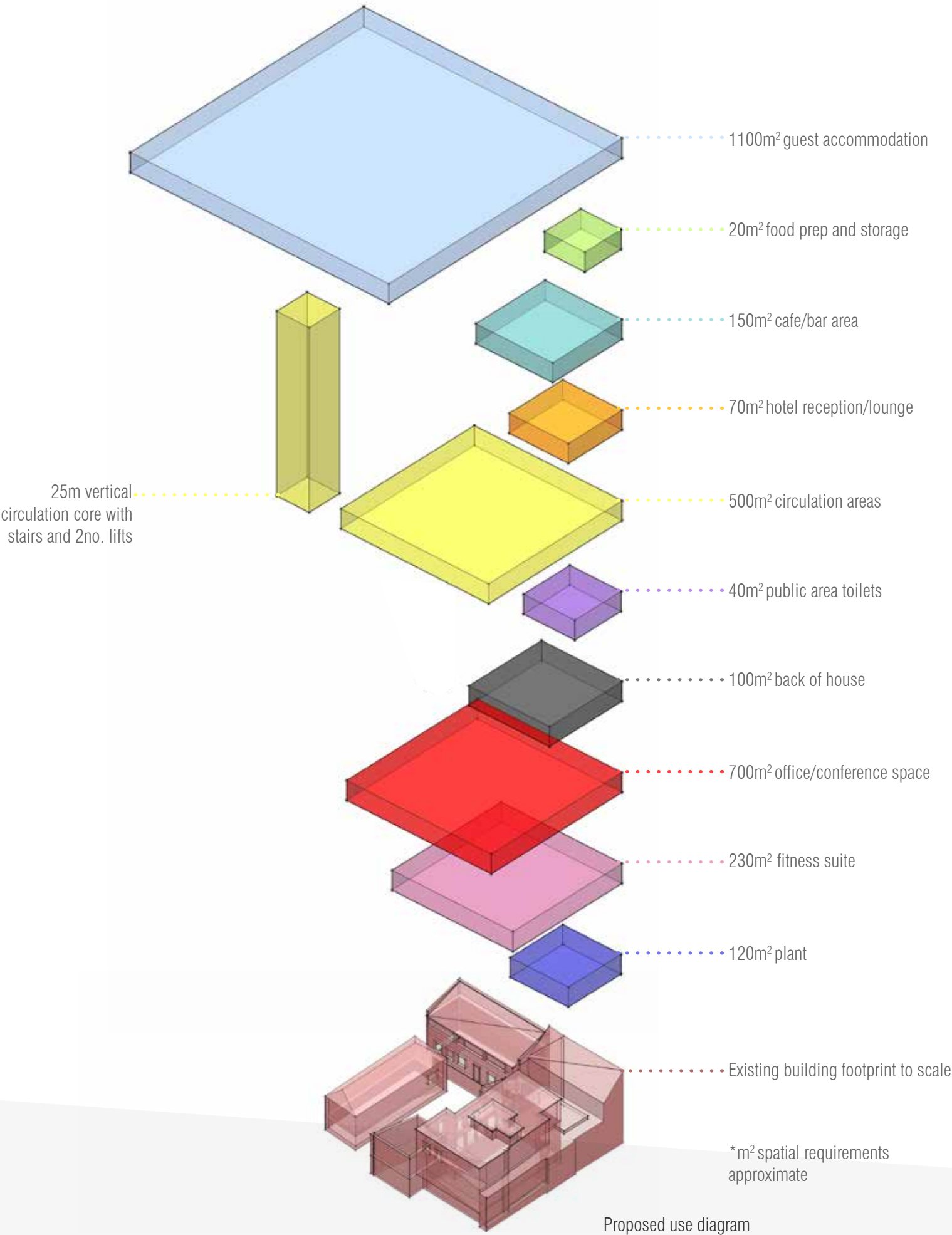
Headline figures:

Hotel facilities & accommodation:	1900m ²
Cafe/bar space:	150m ²
Office, co-working & conference:	690m ²
Fitness centre:	230m ²



PROPOSED USE DIAGRAM

The accompanying diagram captures the proposed spaces to be provided at 7ABC Bayham street to deliver a fully functioning and successful hotel and office environment. The spatial requirements for each space have been developed following an extensive pre-application consultation process with the London Borough of Camden. These amounts are formed into 3D blocks and stacked against an existing scale model of the buildings on site to help understand the challenge of delivering a viable and long term sustainable scheme on this highly constrained site.



Proposed use diagram