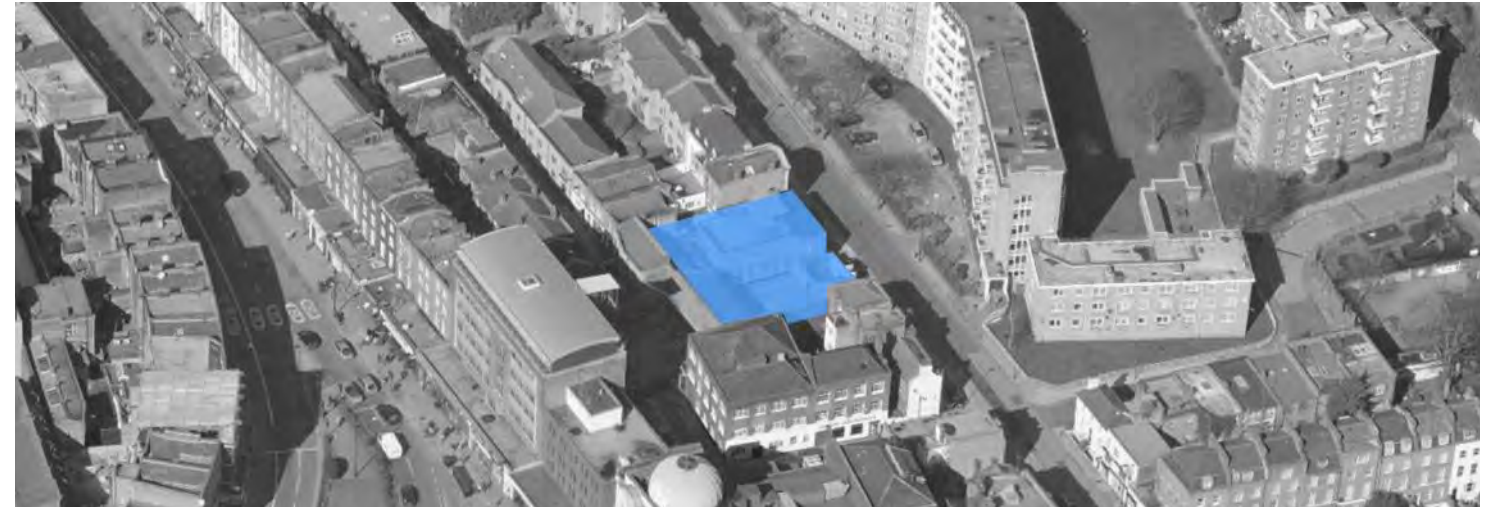


Heritage Statement



7 abc Bayham Street, Camden

On Behalf of Camden Lifestyle (UK) Ltd.

July 2018

Project Ref: 3814A

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INTRODUCTION

1. This Heritage Statement has been prepared by Heritage Collective on behalf of Camden Lifestyle (UK) Ltd. It relates to the proposed redevelopment of the existing buildings at 7abc Bayham Street in the London Borough of Camden (LB Camden), involving complete demolition of the existing buildings and replacement with a larger building. The description for the development is;

"Full Planning Application for the demolition of existing buildings (B1a Use Class) and erection of a 5 storey building, comprising co-working office floorspace (B1a Use Class), hotel accommodation (C1 Use Class) and an ancillary café/bar and gym/fitness facilities; works to the existing access and associated works."

2. 7abc Bayham Street are located within Camden Town Conservation Area, a designated heritage asset as defined by the National Planning Policy Framework (NPPF). The existing buildings are not considered to make a positive contribution to this heritage asset. There is one grade II listed building nearby - Camden Palace Theatre (now known as Koko) (**Figure 1**).

Background

3. The design of the proposed new building at 7abc Bayham Street has been informed by, and follows, extensive pre-application advice from LB Camden, including feedback from two Design Review Panels. Initially a proposal was put forward for a building which reflected the urban grain of the individual residential buildings adjacent to the application site. However, during pre-application discussions it was felt that the additional height required for the viable development of the new hotel use would be better suited to an industrial style of architecture. This was met with resistance at the Design Review Panel on 16th March as it was considered that the architectural style did not relate to the more residential character of the existing street scene.



Figure 1: Site Location (listed building denoted by blue triangle)
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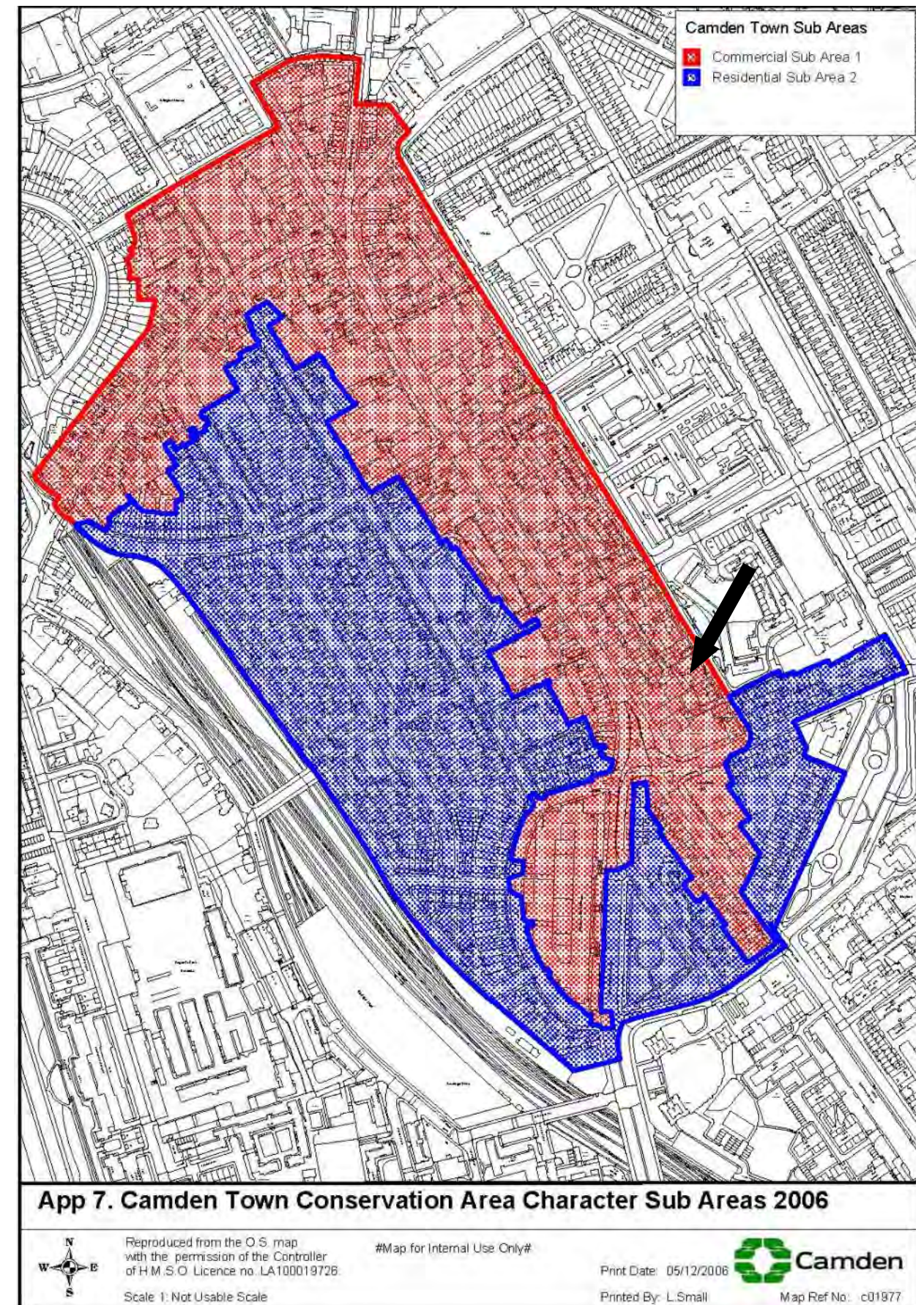


Figure 2: Camden Town Conservation Area
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- 4. Following these comments, the design was revised to incorporate a more domestic façade but with industrial references to refer to the previous light industrial use of the site. This was considered more acceptable at the second DRP subject to further details of the Bayham Street elevation and changes to the location of the bulk of the building. Further comment on how the design has evolved is included within the Design and Access Statement prepared by Ambigram.
- 5. During the pre-application stage it was agreed by LB Camden that despite having late 19th century origins, the existing structures on site did not make a positive contribution to the character and appearance of the conservation area. As such there was no in principle objection to their demolition.

Purpose, Scope and Structure of the Statement

- 6. The purpose of this document is to assess the significance of the heritage assets (Camden Town Conservation Area and Camden Palace Theatre) to enable the local authority to make judgements on the effect of the proposed development on the historic environment.
- 7. Heritage Collective was brought on board early in the design development to ensure that heritage and townscape were carefully considered from the start of the design process. Site visits and archival research have been undertaken to better understand the history and changing character and appearance of Camden Town Conservation Area. This has fed into the design of the proposed development.
- 8. This report deals with heritage matters relating to the conservation area and the setting of the listed building (Koko), specifically the effects of the proposed redevelopment of the site with a new five storey building on the significance of these assets.



Plate 1: 7abc Bayham Street



Plate 2: 7abc Bayham Street

RELEVANT HERITAGE POLICY AND GUIDANCE

9. The decision maker is required by section 72(1) of the Planning (Listed Buildings and Conservation Areas) Act 1990 to pay special attention to the desirability of preserving the character or appearance of a conservation area. There is a strong presumption against the grant of permission for development that would harm the character or appearance of a conservation area, though the presumption will plainly be lessened if the harm is less than substantial within the meaning in the National Planning Policy Framework (NPPF) as is explained further below.
10. The decision maker is further required by section 66(1) of the Act to have special regard to the desirability of preserving a listed building or its setting or any features of special architectural or historic interest which it possesses.
11. Harm is defined by English Heritage as change which erodes the significance of a heritage asset.¹

National Planning Policy Framework

12. Paragraph 128 of the NPPF requires applicants to describe the significance of any heritage assets affected by a proposal, to a proportionate level of detail.
13. Paragraph 132 of the NPPF introduces the concepts of “substantial harm” or “less than substantial harm” as follows:

"When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset's conservation. The more important the asset, the greater the weight should be. Significance can be harmed or lost through alteration or destruction of the heritage asset or development within its setting. As heritage assets are irreplaceable, any harm or loss should require clear and convincing justification. Substantial harm to or loss of a grade II listed building, park or garden should be exceptional. Substantial harm to or loss of designated heritage assets of the highest significance, notably scheduled monuments, protected wreck sites, battlefields, grade I and II listed buildings, grade I and II* registered parks and gardens, and World Heritage Sites, should be wholly exceptional."*

14. Paragraph 133 of the NPPF then goes on to describe how the balancing exercise in respect of harm and public benefit should be undertaken when dealing with cases involving substantial harm:

"Where a proposed development will lead to substantial harm to or total loss of significance of a designated heritage asset, local planning authorities should refuse consent, unless it can be demonstrated that the substantial harm or loss is necessary to achieve substantial public benefits that outweigh that harm or loss, or all of the following apply:

- *the nature of the heritage asset prevents all reasonable uses of the site; and*
- *no viable use of the heritage asset itself can be found in the medium term through appropriate marketing that will enable its conservation; and*
- *conservation by grant-funding or some form of charitable or public ownership is demonstrably not possible; and*
- *the harm or loss is outweighed by the benefit of bringing the site back into use."*

15. The term “serious harm” has been held, in the Courts, to equate to substantial harm, such as to vitiate or drain away the significance of a heritage asset.² It is for the same broad reason that National Planning Practice Guidance (NPPG) also makes it clear that substantial harm is a high test.

16. While the above relates to substantial harm, in this instance it is considered that the proposals

would result in less than substantial harm. This is described in paragraph 134 of the NPPF as follows:

"Where a development proposal will lead to less than substantial harm to the significance of a designated heritage asset, this harm should be weighed against the public benefits of the proposal, including securing its optimum viable use."

17. This assessment is confined to the assessments of significance and harm, but it does not undertake a commentary on the balancing exercise – a function that is performed in other pre-application documents.

London Plan

18. The London Plan provides a city-wide context within which individual boroughs must set their local planning policies. A draft new London Plan has been published but this is still emerging. Existing policies of relevance to the historic environment include:
19. Policy 7.4 – Local Character: Buildings, streets and open spaces should provide a high-quality design response that (i) has regard to pattern and grain of existing spaces, (ii) contributes to positive relationships between urban and natural landscapes, (iii) is human in scale, (iv) allows positively contributing buildings to influence the future character, and (v) is informed by the surrounding historic environment.
20. Policy 7.8 – Heritage Assets and Archaeology: This policy seeks to safeguard heritage assets. The policy encourages development that (i) identifies, values, conserves, restores, re-uses and incorporates heritage assets, where appropriate, and (ii) that conserves heritage assets and their setting.

Local Heritage Policy

21. The London Borough of Camden assesses planning applications against the policy set out in the Local Plan (2017). The following policies are relevant to this application:
22. Policy D1 Design states the council will seek high quality design in development. This will need to respect local character and context, preserve or enhance the historic environment, be sustainable, utilise high quality detail and materials, integrate with the surrounding streets and spaces, be inclusive, promote health, be secure, respond to natural features, incorporate landscaping and amenity space, preserve local and strategic views and carefully integrate building services equipment.
23. Policy D2 Heritage says:

"The Council will preserve and, where appropriate, enhance Camden's rich and diverse heritage assets and their settings, including conservation areas, listed buildings, archaeological remains, scheduled ancient monuments and historic parks and gardens and locally listed heritage assets."
24. This policy goes on to state that the council will not allow substantial harm to be caused to a designated heritage asset unless the nature of the asset prevents any other use, no viable use for the asset can be found, conservation by grant funding is not possible or the harm is outweighed by the benefit of bringing the site back into use.
25. Further the council will require development in conservation areas to preserve or where feasible enhance the character and appearance of the conservation area. LB Camden will resist the loss or total demolition of unlisted buildings that makes a positive contribution to the character and appearance of the conservation area, resist development outside of the conservation area that could harm its character and appearance and preserve trees or garden space that contributes to its significance.
26. With regards to listed buildings this policy states that the total loss or substantial demolition of a listed building will be resisted, that changes which would cause harm to the special architectural or historic interest of the building will also be resisted and that development that would cause harm to the significance of a listed building by a change to its setting will also be resisted.

HISTORIC BACKGROUND

27. The following is a summary of the historic background of the application site which has been informed by archival research. Due to the former function as light industrial buildings, the information found is limited.
28. The 1867 Ordnance Survey (O.S.) Map shows buildings present on the application site, although they appear to be in a different footprint (and have different addresses to the existing buildings.)
29. On the 1896 O.S. Map (**figure 5**), what is now referred to as 7b and 7c Bayham Street, are visible in a similar footprint to the present buildings. 7a Bayham Street does not appear until the 1954 OS Map (**figure 7**).

30. The first Post Office Directory entry for the Bayham Street buildings are in 1885 where an unspecified address records “*Gaffin and Co Sculptors*” present at Bayham Street.
31. Post Office Directories record the following businesses at 7a and 7b Bayham Street from 1890 onwards:

Year	Address	Entry
1890	7a	Alfred J Bowles, Piano Key Marker
1896	7a	Gaffin and Co Sculptors
	7b	Levi Frank Phineas, Cabinet Maker
1900	7a	Gaffin and Co Sculptors
	7b	Levi Frank Phineas, Cabinet Maker
1905	7a	Gaffin and Co Sculptors
	7b	Ailas Lace Paper Company
1910	7a	No entry
	7b	Piano Strings Company
1915	7a	No entry
	7b	Piano Strings Company
1920	7a	No entry
	7b	Piano Strings Company
1925	7a	Gaffin and Co.
	7b	Piano Strings Co.
1930	7a	Gaffin and Co.
	7b	Piano Strings Co.
1936	7a	Maile G and Son Ltd. Sculptors
	7b	No entry
1941	7a	No Entry
	7b	No Entry
1946	7a	No Entry
	7b	Exact Engineering
1951	7a	No Entry
	7b	Holloway Dolls Accessories
1956	7a	No Entry
	7b	M.L Norwegian Weavers, Rug Weavers
1959	7a	No Entry
	7b	M.L Norwegian Weavers, Rug Weavers



Figure 4: 1876 OS Map

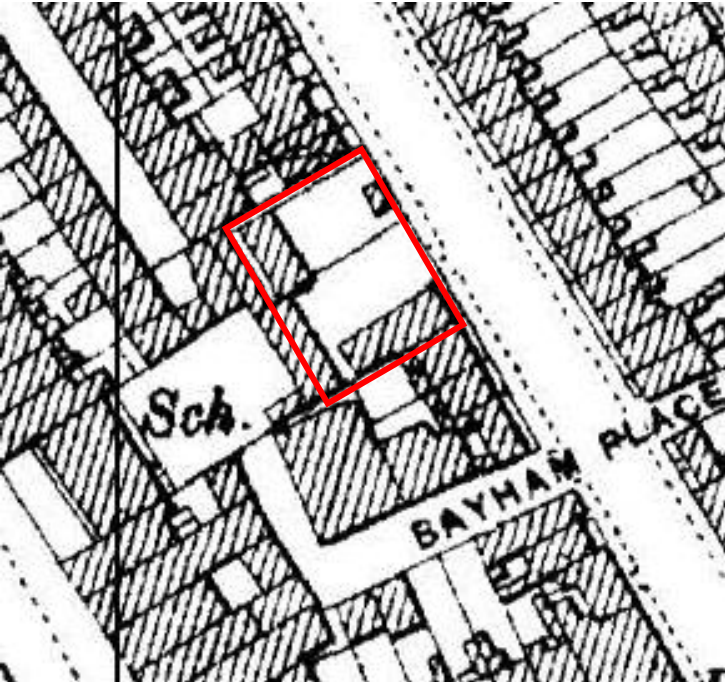


Figure 5: 1896 OS Map



Figure 6: 1916 OS Map

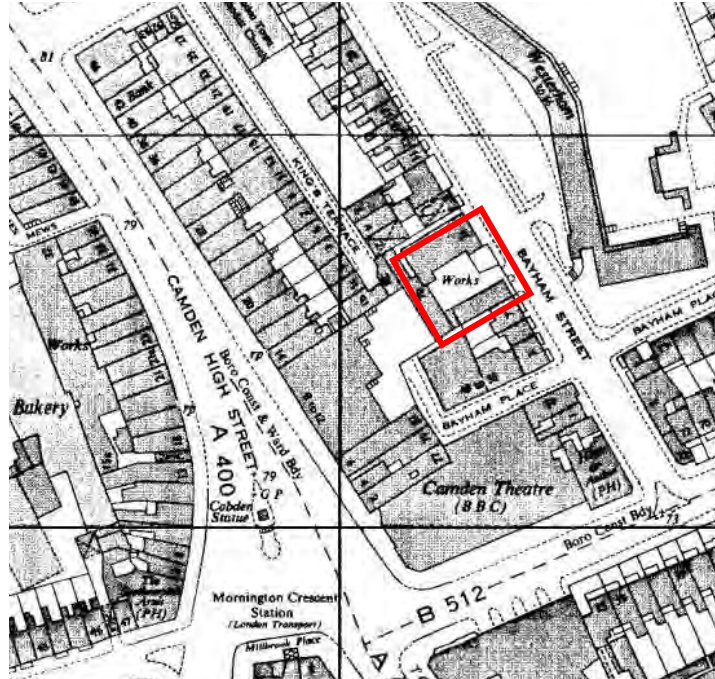


Figure 7: 1954 OS Map

32. The 1957 GOAD Map shows the site was being used as a Marble and Granite Works at (what is now known as) 7b Bayham Street and a Rug Weaver at 7c Bayham Street.
33. Drainage plans from applications made in April 1959 show the layout of the buildings at this time (**figures 8 and 9**). The front boundary wall is also shown on this plan.

Camden Town Conservation Area

34. Camden Town Conservation Area was first designated on 11th November 1986. Its boundaries were extended in 1997 to include the triangle behind Camden Town underground station formed by Camden High Street, Kentish Town Road and Buck Street and an area east of Camden High Street including Pratt Street (southside), Pratt Mews, Kings Terrace, Bayham Place and Bayham Street.
35. The London Borough of Camden has published a conservation area appraisal for Camden Town which sets out the historic development of the area, summarised below.
36. The conservation area encompasses the development around the ancient north/south route (now Camden High Street) which forms its 'spine'. It is thought that development around this road started as early as 1690, as it was a convenient stopping place for travellers to and from London. However, it was not until the 18th century that a period of speculative development started its growth in earnest. This was largely fuelled by the selling of leases by two local landowners - Charles Pratt (Earl Camden) and Charles Fitzroy (Baron Southampton). These speculative developments were initially laid out as part of a grid system (some remnants of which can still be seen).
37. The opening of the Regents Canal in 1820 increased business opportunities in the area, but it was not until the introduction of the railway in the 1830s that more rapid development occurred. The expansion of London led artisans and shopkeepers to move into the area to serve the new working class who were associated with the industries enabled by the presence of the canal and railway. The conservation area appraisal notes at this time the '*area attracted transient residents and provided cheap lodgings, work and entertainment.*'³

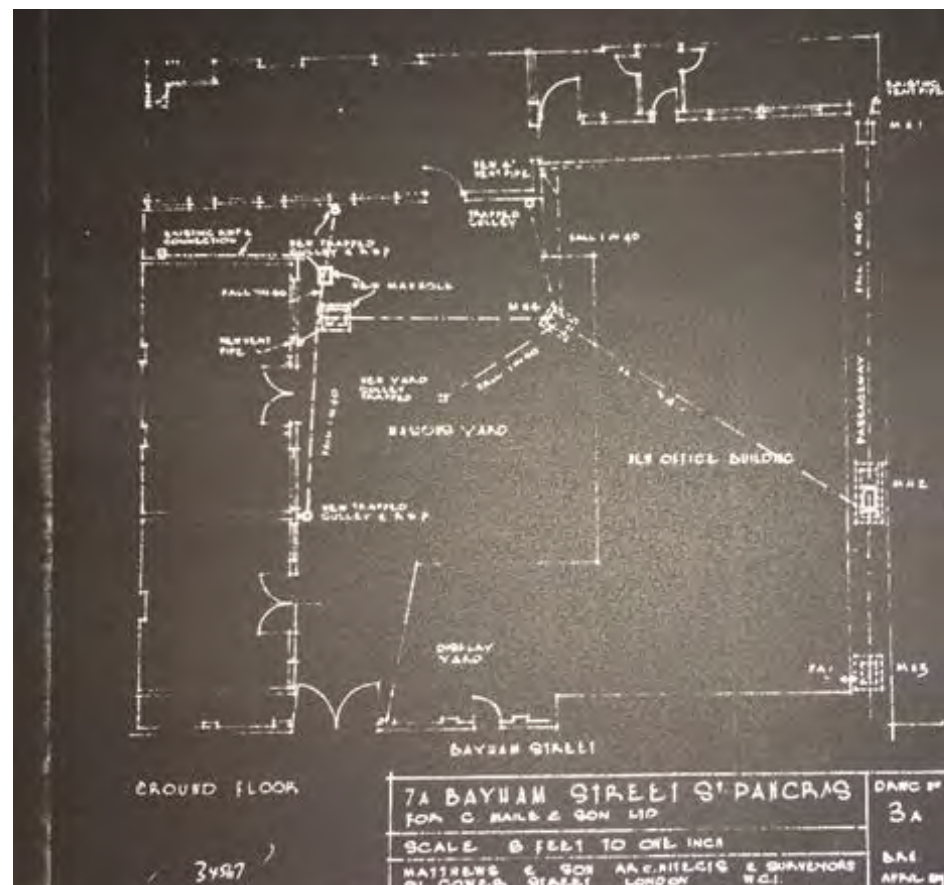


Figure 8: 1959 Drainage Plan

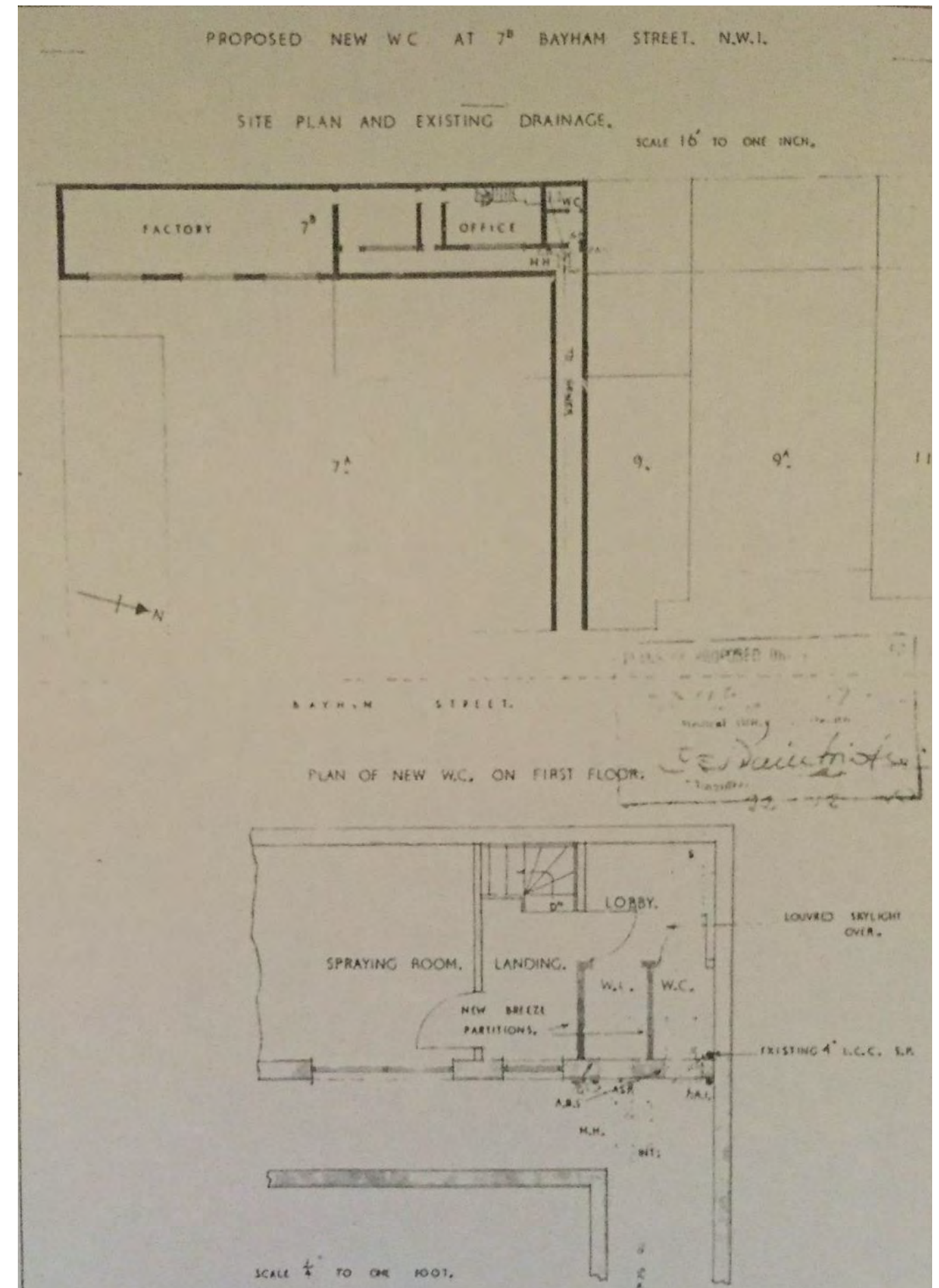


Figure 9: 1959 Drainage Plan

ASSESSMENT OF SIGNIFICANCE

38. This chapter of the statement assesses the significance of the following identified designated heritage assets; Camden Town Conservation Area and Camden Palace Theatre.

Camden Town Conservation Area

39. Camden Town Conservation Area was first designated on 11th November 1986. Its boundaries were extended in 1997 to include the triangle behind Camden Town Underground Station formed by Camden High Street, Kentish Town Road and Buck Street and an area east of Camden High Street including Pratt Street (southside), Pratt Mews, Kings Terrace, Bayham Place and Bayham Street.
40. LB Camden has published a conservation area appraisal for Camden Town (2007) which sets out the aspects which contribute to its character and appearance. This is summarised below. The conservation area has been split into two separate character areas by LB Camden which represent the contrast between its residential and commercial cores. The application site is in sub area 1 – Commercial.
41. The commercial character of Sub area 1 is best appreciated on and around the busy thoroughfare of Camden High Street. This whole area is of buildings of varied architectural styles which form a dense urban grain. The buildings predominately date from the 18th and 19th century and are of terraces of houses that have been altered to provide shop units at ground floor. Whilst the speculative development of the area has created a variety of architectural styles they have a similarity of materials – brick, stone, concrete, tiles (plain, glazed and faience), render and timber window frames.



Plate 3: Bayham Street



App 6. Camden Town Conservation Area Townscape Appraisal 2006

Reproduced from the O.S. map with the permission of the Controller of H.M.S.O. Licence no. LA100019726
Scale 1: Not Usable Scale
#Map for Internal Use Only#
Print Date: 05/12/2006
Printed By: L.Small
Map Ref No: c01967

Figure 10: Camden Town Conservation Area Townscape Appraisal
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42. The variety of buildings within the conservation area contributes to the townscape character showing the development of the area over the last two hundred years. It also demonstrates the change from a residential area to a commercial hub with residences being converted to commercial use and several public houses, stations, and entertainment venues being introduced. These further contribute to the varied character and appearance of the streetscape.
43. Historic interest is derived from the illustrative interest which shows how the area has grown and changed from at least the 17th century onwards. Camden Town Conservation Area, especially, shows the impact the railways had on the town with the increase of shopkeepers, artisans and members of the working class moving into the area, creating a new character that saw Camden Town become an inner borough of London, altering its former middle class residential character. There is additional interest with the piano industry which used to be prevalent in this area with several factories and workshops located here. The industry started to decline towards the end of the 19th century when cheaper imports from Germany were more readily available.
44. The area has had several famous residents including Charles Dickens (1812-1870) who lived at 16 Bayham Street (now demolished), artists George Cruikshank (1792-1878) and Walter Sickert (1860-1942) and poet Dylan Thomas (1914-1953). The area has had a connection with 'the arts' since the 19th century when the area developed a Bohemian character.
45. The conservation area is of limited archaeological interest. There is some very limited evidential value found in the speculative development of the area and the building materials and techniques which demonstrate this.

Contribution of 7abc Bayham Street to Camden Town Conservation Area

46. The character of the conservation area is a mixture of commercial and residential properties. The application site is located within an area of commercial buildings. These tend to have been adapted or have replaced townhouses within the area.

47. The application site is on Bayham Street, located to the east of Camden High Street which runs parallel. In between these streets is King's Terrace, which has several surviving mews properties. It is likely these used to serve the houses along Camden High Street and Bayham Street. Bayham Street is characterised by a mixture of building styles including examples of terraces from the 18th and 19th century. There are several commercial property uses along this street, interspersed with houses. The heights of buildings along this row vary with some five and six storey buildings located to the north of the street. There is a varied roofline, especially at the southern end of Bayham Street where there is an emerging street scene of taller buildings.
48. 7abc Bayham Street is an anomaly within the street scene. Historic maps show the site has had some form of buildings present since the mid/late 19th century (**figure 4**) although these have been heavily altered with 7a having been rebuilt in the 1960s (**figure 6**). 7b and 7c appear to date to the late 19th century but have been heavily altered.
49. 7a is a c.1960s building of two-storeys and four bays in redbrick. The building is of no architectural interest and does not relate to the existing buildings along Bayham Street or within the conservation area.
50. 7b is a single storey building fronting on to Bayham Street dating to the late 19th century. It is three bays wide, single storey with a pitched roof. The windows are common six over six timber sashes and the front elevation has been given a rusticated facade. The building is of no architectural interest being a standard light industrial building that is currently used as an office.
51. 7c is two storeys with a gently sloped roof. This building dates to the late 19th century but abuts a boundary wall which appears to date to the mid-19th century (and is possibly the former boundary wall of the North London Collegiate School which has since been demolished). The brickwork has been painted white and the windows are modern aluminium additions. The building is of a plain design of no architectural interest. A modern external staircase has further detracted from its appearance.



Plate 4: 7a Bayham Street



Plate 5: 7b Bayham Street



Plate 6: 7c Bayham Street

52. Consideration has been given to Historic England’s guidance in ‘Conservation Area Designation, Appraisal and Management Historic England Advice Note 1’ (2016). This is used to consider the demolition of buildings within conservation areas and the principles aid an understanding of whether the building has characteristics which would create a presumption in favour of its preservation. The following checklist in the guidance helps to identify elements that may contribute to special interest;
- **Is it the work of a particular architect or designer of regional or local note?** *Not that is currently known. Given the relatively plain and utilitarian function of the buildings it is considered unlikely they were by a particular architect of note.*
 - **Does it have landmark quality?** *No. The buildings are noticeably lower than the surrounding built form. The plain appearance of the buildings and their unassuming character does not give them a landmark quality.*
 - **Does it reflect a substantial number of other elements in the area in age, style materials, form or other characteristics?** *They have some similarities in materials and age to other buildings in the local vicinity which reflect the late 19th/early 20th century development within the area. However, they are of a different scale, use and function to other buildings and are noticeably of less architectural or historic interest.*
 - **Does it relate to adjacent heritage assets in age, materials or in any other historically significant way?** *Only by age. 7b and c appear to be late 19th century buildings which are of a similar date to the Camden Palace Theatre (listed grade II), however they share no similarity of function or design. There is some association with the piano industry which forms part of the interest of the conservation area, but this is just one of many former uses of the building.*
 - **Does it contribute significantly to the setting of adjacent designated heritage assets?** *No – see above.*
 - **Does it contribute to the quality of recognisable spaces, including exteriors or open spaces within a complex of public buildings?** *No.*
 - **Is it associated with a designed landscape, e.g. a significant wall, terracing or a garden building?** *No.*
 - **Does it, individually or as part of a group, illustrate the development of the settlement in which it stands?** *Yes. It illustrates the development of the area in the late 19th century. However, it is of a different character to the surrounding buildings which are predominately residential. These buildings were originally used for light industrial purposes and do not relate specifically to the adjacent built form.*
 - **Does it have significant historic association with features such as the historic road layout, burgage plots, a town park or a landscaped feature?** *No.*
 - **Does it have historic associations with local people or past events?** *No. There are no associations with local people or past events. Whilst Bayham Place, adjacent to the site, has some association with the piano industry this was in decline at the time 7b and c Bayham Street were built, making it unlikely they were purpose built for this function.*
 - **Does it reflect the traditional functional character or former uses in the area?** *See above.*
 - **Does its use contribute to the character or appearance of the area?** *No. The buildings make at best a neutral contribution to the character and appearance of the area. Although currently in use they are of no architectural interest as altered, modern light industrial buildings.*



Plate 7: View from the junction of Bayham Street and Crowndale Road

Views and Townscape

53. The application site does not feature in any key views or vistas as identified within the conservation area appraisal.
54. At present views to the application site from the eastern side of Bayham Street look to the buildings as a group of smaller buildings in a courtyard arrangement that has a set back from the general build line of other properties along Bayham Street. The backdrop of the application site is to the rear elevation of the office building located on Camden High Street. These views to the application site make no contribution to the character or appearance of the conservation area (**Plate 5**).
55. Presently, views to the application site from the junction of Bayham Street and Crowndale Road looking north-west are of the residential terraces located along Bayham Street. In these views the lower height and courtyard grouping of the buildings is a noticeable exception to the dense urban townscape that characterises the conservation area (**Plate 7**).



Plate 8: View from the junction of Bayham Street and Plender Street

56. In views from the north, looking south-east to the site at the junction between Bayham Street and Plender Street, the buildings are apparent through their lack of uniformity within the streetscape. The lower height, set back of one of the buildings and their plain appearance detracts from the constant build line and general height of the buildings along this street. In this view the new development occurring at Bayham Place can be seen in the distance at roof level. As this is currently under development, how this perceived new building will impact the existing townscape is yet to be demonstrated, but it does introduce five and six storey heights visible at the southern end of Bayham Street on the western side of the road (**Plate 8**).



Plate 9: View to site from King's Terrace

57. Due to the tight grain of development along Kings Terrace and their original function as mews buildings there are limited views to the surrounding area from this street. The new development at Bayham Place does give some indication of how visible taller elements of buildings to the rear of Bayham Street and Bayham Place will be. However, these views do not contribute to the interest of these mews buildings which is better appreciated at street level where their lower height and sense of enclosure is better perceived (**Plate 9**).
58. In summary, the buildings make at best a neutral contribution to Camden Town Conservation Area. Their demolition will not cause harm to the character or appearance of the conservation area and the redevelopment of the site can preserve if not enhance this designated heritage asset by improving views to the application site from within the conservation area.

Camden Palace Theatre

59. Camden Palace Theatre is located 0.6km to the south-west of the application site. It was first listed grade II on the 28 June 1972. The entry was amended on 11 January 1999. The list description reads:

'Theatre, now a night-club. 1900-1. By WGR Sprague. Some late C20 alterations. Decoration by Waring & Gillow. Stucco front (ground floor painted) and 1 bay of return; red brick return. Symmetrical facade in Baroque pastiche style. EXTERIOR: 4 main storeys. 5 bays. Single storey entrance foyer with pilasters supporting entablature and blocking course. Round-arched openings (outer bays blocked) with pilasters supporting architraved heads with keystones. Part-glazed double doors. Centre bays of upper floors with tetrastyle in antis Ionic screen rising through 2nd and 3rd floors to support entablature with paired ogee pediments and parapet. Behind this, a large copper dome. Flanking bays pilastered with bowed angles. 1st floor round-arched windows, 2nd square-headed, 3rd keyed oculi; this treatment repeated on 1st return bay. Ground floor return with 2 doorways having Ionic pilasters supporting entablatures with pediments; panelled double wooden doors. INTERIOR: symmetrically planned with elaborate foyer behind main entrance with Ionic pilasters and moulded ceilings. Overmantel with bronze bas relief plaque of Ellen Terry. Cantilevered dress circle and balcony, now without seats and with steps to ground floor. Lightly modelled plaster work by Waring & Gillow in a mixture of baroque and rococo ornament. Marble proscenium arch surmounted by segmental pediment with recumbent figures and, within the tympanum, a mask surrounded by rays. 4 bays on either side of proscenium with marble Corinthian columns. Within 3 of the bays, 6 boxes in 2 tiers, the upper boxes with canopies; lower boxes supported by columns carried on caryatids. Balcony fronts with rococo motifs. Ceiling supported on brackets within the cove above entablature and with a large oval centrepiece having a shallow dome. HISTORICAL NOTE: formally opened by the actress Ellen Terry in December 1900 as the Royal Camden Theatre to show a wide range of productions from Shakespeare to pantomime and opera to musical comedy. Later used as a cinema and a BBC recording studio. Originally with sculptured statues on parapets.'

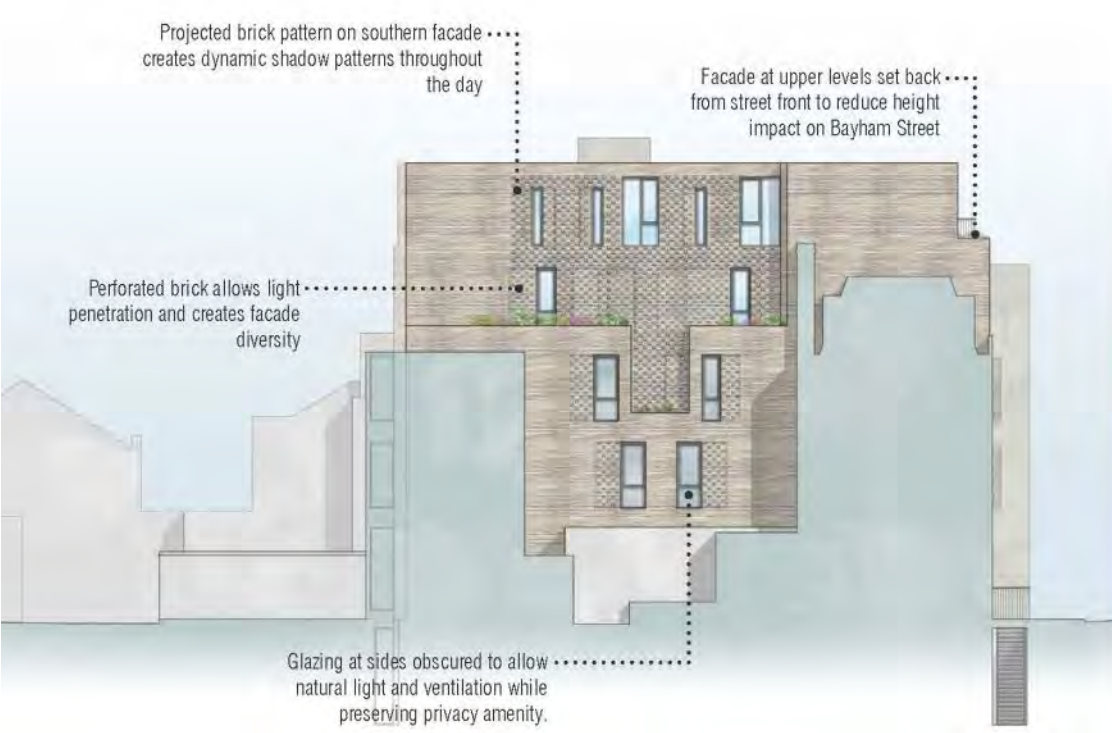
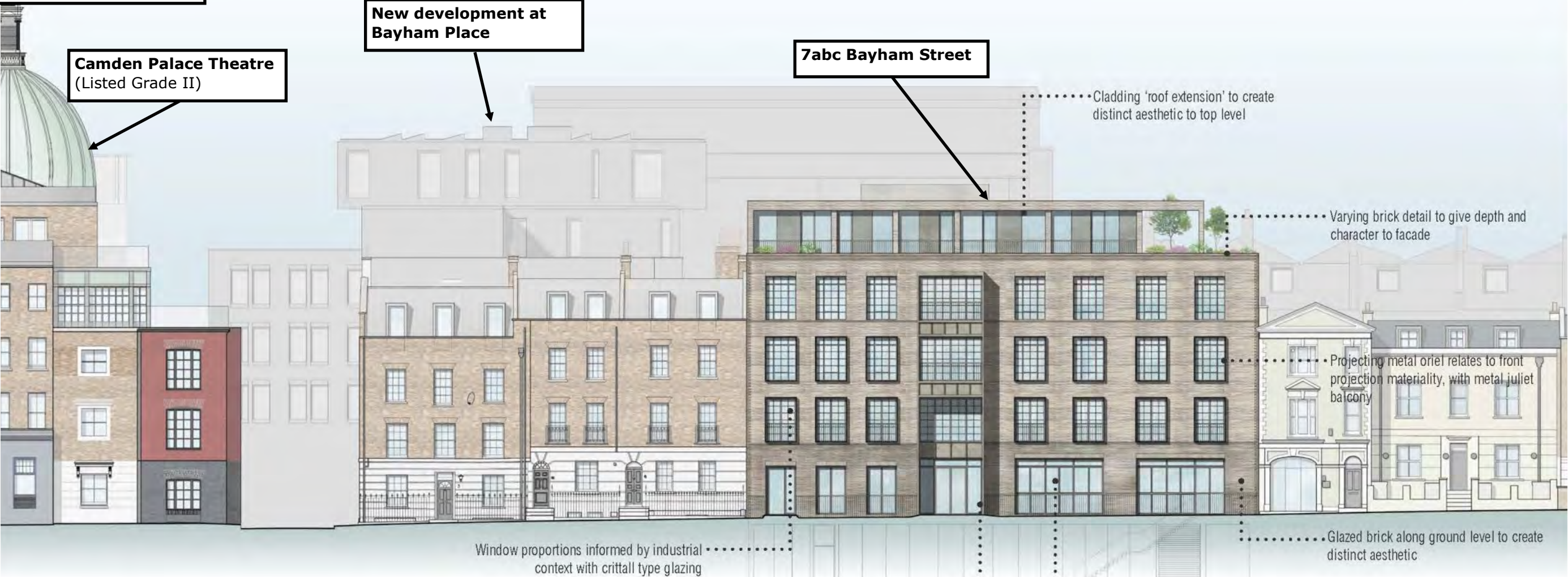
63. This building is of architectural and historic interest as a former theatre (now a night-club/music venue) designed by W.G.R Sprague. Dating to 1900-1 it represents an early 20th century theatre. Architectural interest is derived from the Baroque pastiche style of the symmetrical facade. The distinctive large copper dome gives the building a landmark presence within the street scene, especially in views from Mornington Crescent Underground Station.
64. Internally there is architectural interest derived from the decorative interior including the foyer and main auditorium. Both areas feature Baroque and Rococo plasterwork and decorative detailing which contributes to its architectural interest.
65. Camden Palace Theatre has both illustrative and associative historic interest as an early 20th century theatre which was intended to show a variety of productions including Shakespeare, opera and pantomimes. As is common with old theatre buildings it was later used as a cinema. There is some associative interest derived from the connection with Ellen Terry (1847-1928) a renowned British Actress who officially opened the theatre in 1900.
66. It has artistic interest derived from the number of performances that were undertaken during its use as a theatre. There is some artistic interest in its present use as a live music venue.
67. Given the buildings relatively recent age it is of limited archaeological interest. Any archaeological interest is found in its evidential value demonstrating the design of theatres at the turn of the 20th century.

68. The setting of Camden Palace Theatre makes a limited contribution to its special architectural and historic interest. Its location within an urban environment that by the beginning of the 20th century had a clearly commercial centre makes a minor contribution to its significance. There is also a contribution made by its setting in allowing views to the building from the surrounding areas where the principal elevation and striking dome feature are appreciable.
69. The buildings on the application site make no contribution to the setting of this listed building. Their location to the north-east (largely obscured by existing buildings) and their function as light industrial buildings makes no contribution to the architectural, historic, artistic or archaeological interest of this listed building.



Plate 10: Camden Palace Theatre (listed grade II) known as KOKO

Figure 11: Proposed Elevations



POTENTIAL IMPACTS ON HERITAGE SIGNIFICANCE

70. This chapter of the assessment examines the potential impacts of the proposed demolition and redevelopment of 7abc Bayham Street on the heritage significance of Camden Town Conservation Area and the potential effect on the significance of Camden Palace Theatre as a grade II listed building (by a change to its setting).

Proposed Development

71. It is proposed to demolish the existing buildings (B1a Use Class) and erect a 5 storey building, comprising co-working office floorspace (B1a Use Class), hotel accommodation (C1 Use Class) and an ancillary café/bar and gym/fitness facilities; works to the existing access and associated works.
72. The design of the proposed new building, including its height has been informed by feedback from LB Camden officers and the Design Review Panels. This feedback has resulted in a reduction to the height of the new building from six storeys to five storeys. This ensures the new building better blends with the height of the existing buildings in the street scene.
73. Previous feedback also stated the bulk, mass and scale of the building was too excessive for the plot. To address these comments the building was reduced in bulk and mass to leave more space around the boundaries of the site.
74. A second Design Review Panel was undertaken on 11 May 2018. In this it was felt that the proposals has progressed since the previous panel. Comments were made in regards to the requirement for a successful treatment to Bayham Street. Further detailing of the Bayham Street elevation was required and this has been addressed in this submission. Additional detailing was added to the front elevation including a projecting central bay and alterations to the design of the “rooftop” extension.
75. The new building has been designed to complement the existing appearance of built form along Bayham Street. This reflects the primarily residential buildings located here, but with references to the light industrial character of the application site itself. To achieve this, it is proposed to use brick as the primary façade material, this will be used in a variety of textures and patterns to provide a high-quality finish to the building. It is proposed to use complementary materials to the openings to define these and provide interest to the primary elevations. Careful consideration has been given to the rooftop extension. This will be clad with contrasting materials to create a distinct feature and giving the impression of a later modern extension having been added to the building. This element of the design has also been set back from the Bayham Street façade to better blend with the existing building heights along this road.
76. The fenestration of the new building will reflect the former industrial character of the site on the front elevation whilst the strong verticality of the design reinforced by the regular fenestration reflects the existing townhouses adjacent to the site, but in a contemporary manner. Along Bayham Street at ground level the use of lightwells and railings complements the adjacent townhouses and respects the local character of the street. The projecting entrance with bronze cladding will form a focal point for the building in the street scene. To the rear a more contemporary style of glazing will be used to reflect the modern character of the building where visible from Kings Terrace.
77. It is intended that the proposed new building will offer a high-quality development that responds to the emerging street scene to the southern end of Bayham Street, especially with the current extension at 48-56 Bayham Place which is being built.

Effect of the Demolition of 7abc Bayham Street

78. The existing buildings at 7abc Bayham Street are of no architectural or historic interest. They are utilitarian structures that make a neutral contribution to the character and appearance of the conservation area. Their demolition and the redevelopment of the site will allow the significance of the conservation area to be preserved.

Effect of the Proposals on the Heritage Assets

Camden Town Conservation Area

79. The architectural interest of the conservation area would be preserved by the new building. 7abc Bayham Street currently makes a neutral contribution to the character and appearance of the conservation area. The new building has taken influences from the surrounding area and will complement the existing bulk, mass, scale and height of the existing built form in the local area, whilst also responding to the taller elements that are emerging as a result of development at Koko and Bayham Place. The new building will use traditional materials, such as brick facades, glazing and metal windows to reflect the light industrial character of the existing buildings on site.
80. The proposed contemporary design using traditional materials will result in a building that complements the street scene rather than providing a pastiche of the existing town houses along Bayham Street, providing a clear contrast between old and new along the street. The high quality of the design, informed by discussion with the council will preserve the character and appearance of the conservation area, whilst vastly improving the efficiency and viability of the site.
81. The application site is located within the commercial hub of the conservation area which is characterised by a diversity of built form and its architectural expression. Bayham Street has an emerging character of taller buildings to the south (where the application site is located). The proposed new building responds to this, whilst utilising elements of the existing town house architecture immediately to the south of the site to ensure it complements the existing architectural language of Bayham Street.
82. The historic interest of the conservation area would be preserved by the proposed new buildings. 7abc Bayham Street does not appear to have any historic interest. The function of the buildings was formerly light industrial, but it has been used for multiple industries, not just the piano industry which this part of Camden is known for. Whilst the piano industry is noted as having an enclave at Bayham Place to the south and east of the application site, this was in decline at the beginning of the 20th century. The loss of these buildings that have a very slight association with this industry will not result in harm to the historic interest of the conservation area. The design of the new building, with light industrial detailing included within the design will continue to represent the former use of the site ensuring that this element of interest is preserved.
83. The application site makes no contribution to the artistic or archaeological interest of the conservation area which would be entirely preserved by the redevelopment of the site.

Views and Townscape

84. There will be an obvious change to views from the eastern side of Bayham Street by the redevelopment of the site. The proposed increased height of the new buildings will be most apparent here. However due to the set-back of the upper storey and the use of lightweight materials in a contemporary design the appearance of height, bulk and mass from street level will be reduced. The new building will replicate the existing building line of the street and its vertical emphasis will harmonise with the townhouses to the south and the built form to the north. The new building will respond positively to the streetscape when viewed from the opposite side of the road. The building line, inclusion of lightwells and railings will all help the new development to blend with the residential appearance of this part of the street and will ensure the new building complements the local character of the area.

- 85. Views to the application site from the junction of Bayham Street and Crowndale Road looking north-west are of the residential terraces located along Bayham Street. The proposed new building has been designed to respond to the existing street scene with strong verticality to blend with the existing terraced buildings along the road. The taller element will be set back and less visible. Where it will be seen the use of contrasting materials will ensure the building does not appear top heavy and that it blends with the street scene.
- 86. In views from the north, looking south-east to the site at the junction between Bayham Street and Plender Street, the existing buildings are apparent through their lack of uniformity with the other built form in the streetscape. The lower height, set back of one of the buildings and their plain appearance detracts from the constant build line and general height of the buildings along this street. The proposed new building has been designed to respond to the emerging townscape at this end of Bayham Street. It will be visible in views from the north, looking south-east to the site at the junction between Bayham Street and Plender Street. The new development will continue the building line along Bayham Street and will mimic the use of lightwells and railings found at the adjacent townhouses to blend with the street at ground level. The taller elements of the new building will be visible but will blend with the increased height of the new extension at 48-56 Bayham Place.
- 87. Due to the tight grain of development along Kings Terrace and their original function as mews buildings there are limited views to the surrounding area from this street. Where the proposed new development may be visible it will blend with the new height of 48-56 Bayham Place. The use of contrasting materials will ensure the taller elements of the proposed building would not dominate views along Kings Terrace.
- 88. Overall the proposed development would preserve the character and appearance of the Camden Town Conservation Area by providing a new building of high quality architecture and materials, complementing the street scene without being a pastiche. No harm is identified to this designated heritage asset and paragraphs 133-134 of the NPPF would not be engaged by the proposed design.

Effect on the Significance of Camden Palace Theatre

- 89. The significance of Camden Palace Theatre would be preserved by the proposed new building at 7abc Bayham Place. The application site makes no contribution to the significance of this building in terms of its architectural, historic, artistic or archaeological interest. The increased height of the proposed new building will not be appreciable from areas where Camden Palace Theatre is best appreciated and will preserve the significance of the listed building.
- 90. The demolition of the existing buildings (which make a neutral contribution) and their replacement with a new building of high quality design and materials which responds to the existing and emerging street scene will ensure the setting of the listed building is preserved.

Summary

- 91. Overall the significance of the Camden Town Conservation Area and Camden Palace Theatre will be preserved by the proposed redevelopment of 7abc Bayham Street. No harm is identified and paragraphs 133-134 of the NPPF are not engaged. The proposed new building will respect the existing and emerging character and townscape of the area and will not alter an experience of its historic development. The new building has been carefully designed to reflect the existing architecture found within the conservation area, whilst using a contemporary approach to the taller element which will help to minimise the perceived height of the new building. The new development has the ability to improve the appearance of the application site and its contribution to the conservation area.

SUMMARY AND CONCLUSIONS

- 92. 7abc Bayham Street are three individual buildings of a light industrial character. 7b and c were built at the end of the 19th century and 7a dates to c.1960s. They are not listed statutorily or locally. They are all located within the Camden Town Conservation Area but make a neutral contribution to its character and appearance. The application site is located within the setting of Camden Palace Theatre (listed grade II) and located approximately 0.6km to the south-west of the application site.
- 93. Camden Town Conservation Area is of high significance, consisting of architectural and historical interest derived from its origins as a village that was subsumed by the development of London in the 18th and 19th century. It also has interest due to its association with the piano industry and a centre for the Arts. It has associative interest with several famous residents including Charles Dickens, Walter Sickert and Dylan Thomas. The conservation area is sub-divided into two distinct character areas. The application site is located within the commercial area of Camden Town where there is a diverse architectural character in terms of style, building heights and use.
- 94. The proposals are for the demolition of existing buildings (B1a Use Class) and erection of a 5 storey building, comprising co-working office floorspace (B1a Use Class), hotel accommodation (C1 Use Class) and an ancillary café/bar and gym/fitness facilities; works to the existing access and associated works. The design has been carefully considered following advice from LB Camden and has responded to these comments by reducing the bulk, scale, mass and height of the proposed new building. The new building will preserve the character and appearance of the conservation area using high quality design and materials which responds to both the emerging and existing street scene along Bayham Street.
- 95. The proposed works would preserve the character and appearance of Camden Town Conservation Area and Camden Palace Theatre. This report aids the local authority in fulfilling their duty in accordance with sections 66 and 72(2) of the 1990 Planning Act. There will be no harm to these designated heritage assets and paragraphs 133-134 of the NPPF are not engaged. The proposed works are also in accordance with local policies D1 and D2.

FOOTNOTES

- 1. Paragraph 84 of Conservation Principles 2008.
- 2. Bedford Borough Council v Secretary of State for Communities and Local Government and NUON UK Ltd [2012]
- 3. LB Camden, (2007) *Camden Town Conservation Area Appraisal and Management Strategy* p. 7