

Heritage Statement Addendum

7ABC Bayham Street, Camden

Introduction

1. This Heritage Statement Addendum has been prepared by Heritage Collective on behalf of Camden Lifestyle UK Ltd. to address changes to the design of the proposed new building at 7ABC Bayham Street following further discussion with London Borough of Camden (LB Camden). The amendments include changes to the massing and detailed design.
2. Following discussion with LB Camden the design was considered to be acceptable if the following changes were undertaken:
 - Setback to fifth storey;
 - Additional set-back to the fourth floor level to the rear;
 - Change to the entrance;
 - Demonstration of detail to the window surrounds;
 - Changes to the rear and side elevations to improve the relationship with the surrounding townscape;
 - Additional detail regarding the location of plant; and
 - Internal changes to the layout of the building at ground floor level.¹

Revisions to the Design of the Proposed New Building

3. The design of the proposed new building has responded to comments made by LB Camden to improve its relationship with the existing townscape while retaining a

¹ These internal changes are not discussed within this report as there will be no potential effect on the character and appearance of the conservation area resulting from the internal changes.

floor plan and massing that will allow the scheme to be viable, bringing high quality hotel accommodation and office space.

Setback to the Fifth Storey

4. A set back and reduction to the amount of development to the fifth floor has been included as part of the revised proposals. This allows the top storey to be largely hidden at street level giving the appearance of a four storey building which sits comfortably with the other buildings along Bayham Street. Where it is visible, in limited views from the surrounding taller development, it will be seen in the context of the new developments at Koko and Bayham Place. It will still be noticeably lower than these buildings, providing a visual step up to the taller elements to the south of the site.
5. The new fifth storey will be comprised of metal cladding and brick elevations to respond to the rest of the front elevation of the building and the surrounding built form which are of a more traditional brick construction. Planting on the roof and terrace will enhance this space for viewers of the building from the surrounding area.
6. Additionally, the removal of one bedroom (No.35) to the rear of the building responds to the lower heights of those buildings on King's Terrace and continues to respond to the differing townscape character found along this secondary street. The introduction of green terracing will add visual interest to this elevation, enhancing views to it when seen from the neighbouring buildings.

Change to the Floor Plan at Fourth Floor Level

7. As a result of comments made by LB Camden, it is also proposed to provide a small set back to the rear of the fourth floor level. This will allow the top floor to be read as a separately detailed element where visible from the surrounding area.

Front Elevation

8. To enhance the appearance of the proposed front elevation on Bayham Street more detail has been incorporated into the design. In response to comments made by LB Camden the projecting central bay has been removed and metal cladding is proposed to draw the eye to the principal entrance of the building. This change

has increased its architectural interest, which continues to respond to both the industrial context of the existing site and the more contemporary style extensions to the south (as proposed at Koko and seen at Bayham Place).

Fenestration

9. Articulation has been provided to the fenestration of the building; this includes the use of metal detailing to provide a contrast with the brick elevations. This provides additional interest to the front elevation and responds to the light industrial character which informs the style of the proposed new building.



Figure 1: Proposed Bayham Street Elevation

Views

10. The new building is to be located on the existing building line on Bayham Street and the vertical emphasis of the front elevation will harmonise with the townhouses to the south and the built form to the north. The revised fifth storey will not be visible in views from street level and will only potentially be glimpsed

from the east side of Bayham Place. Where there will be visibility to the new building it will respond positively to the streetscape. The building line, inclusion of lightwells and railings will all help the new development blend with the residential appearance of this part of the street, ensuring it complements this aspect of the local character.

11. 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 proposed new building has been designed to respond to the emerging townscape at this end of Bayham Street and will be visible as part of the contemporary architectural styles at this end of the road providing a visual step up to the taller elements of the street scene at Koko and Bayham Place.
12. Due to the tight urban grain of development along King's Terrace and the original mews function, there are limited views to the surrounding area from this street. Where the proposed new development will be visible it will blend with the new height of 48-56 Bayham Place providing a visual step up to the taller development behind. To articulate this elevation glazing will be located behind perforated brick screens. The inclusion of green terraces to this elevation will improve upon existing views from King's Terrace, balancing the privacy of residents and guests with enhanced design.

Effect of the Proposed New Building on the Character and Appearance of the Conservation Area

13. A Heritage Statement prepared for the original application, before revisions were undertaken, concluded the proposed demolition and redevelopment of the site would preserve the character and appearance of the conservation area and Koko as a grade II listed building.
14. Since this application a number of amendments (as outlined above) have been made to the proposed design, enhancing its contribution to the local townscape and conservation area. This has resulted in a building of improved high quality design which enhances the sites contribution to the character and appearance of the conservation area.

15. The revised height of the building, the continued reflection of the light industrial context of the application site and the appropriate bulk, massing and scale of the new building are all positive elements of the proposals. The careful design of the building will provide a visual step up between the existing building heights to the south of the application site at Koko and Bayham Place. It will positively contribute to the existing and emerging townscape blending the new development with the historic buildings within the conservation area. These works would result in an enhancement to the character and appearance of the conservation area.

Summary

16. As a result of the changes and through the suitable bulk, scale, massing and the high quality of the design and proposed new materials it is now concluded that the new building will enhance the character and appearance of the conservation area.
17. The change within the setting of the listed building and to the conservation area arising from the proposed development does not harm their significance, so paragraphs 195 and 196 of the NPPF are not engaged. There will be enhancement for the purposes of the decision maker's duty under section 66(1) and 72(1) of the Act.