



# **BAUER MEDIA ACADEMIC HOUSE REFURBISHMENT**

Heritage Statement Supporting Listed Building Application  
for  
Academic House Refurbishment Project  
at  
24-28 Oval Road, London, NW1 7DT

SEPTEMBER 2022



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## 1 Introduction

This report has been prepared by Arcadis LLP on behalf of H Bauer Publishing Limited, in relation to a supplementary listed building consent relating to refurbishment works at the property known as Academic House, 24-28 Oval Road, London, NW1 7DT. It comprises a Heritage statement incorporating Heritage Impact Assessment to support an application for supplementary Listed Building Consent with regard to the following:

- Removal of the steel staircase, and associated fixtures and fittings installed in 2016/17 between the ground and second floors.
- Structural alterations and remedial works to close the stair openings, reinstate the original floor structure and make good finishes
- Undertake stud and glazed partition removal works to demountable partitions installed in 2016/17.

This report describes the heritage significance of this property, as required by the National Planning Policy Framework 2012, and provides an assessment of the impact of the works on this significance. This report has been prepared by Nigel Green BSc (Hons) MSc MRICS IMA PS, Principal Surveyor at Arcadis. This report is for the sole use of informing the Listed Building Application on behalf of H Bauer Publishing Limited and should not be used for any other purpose.

The Heritage Statement should be read in conjunction with the Design and Access statement, prepared by Spacelab.

## 2 The Property

### 2.1 Site Location

The property, known as Academic House is located at 24-28 Oval Road, London, NW1 7DT, and sits on a plot between Jamestown Road, Oval Road and Regent's Canal, adjacent to Southampton Bridge (also known as Oval Road Canal Bridge). The property is a grade II listed building, and is located within the Regent's Canal Conservation Area. Academic House is divided into two buildings (see Figure 1):

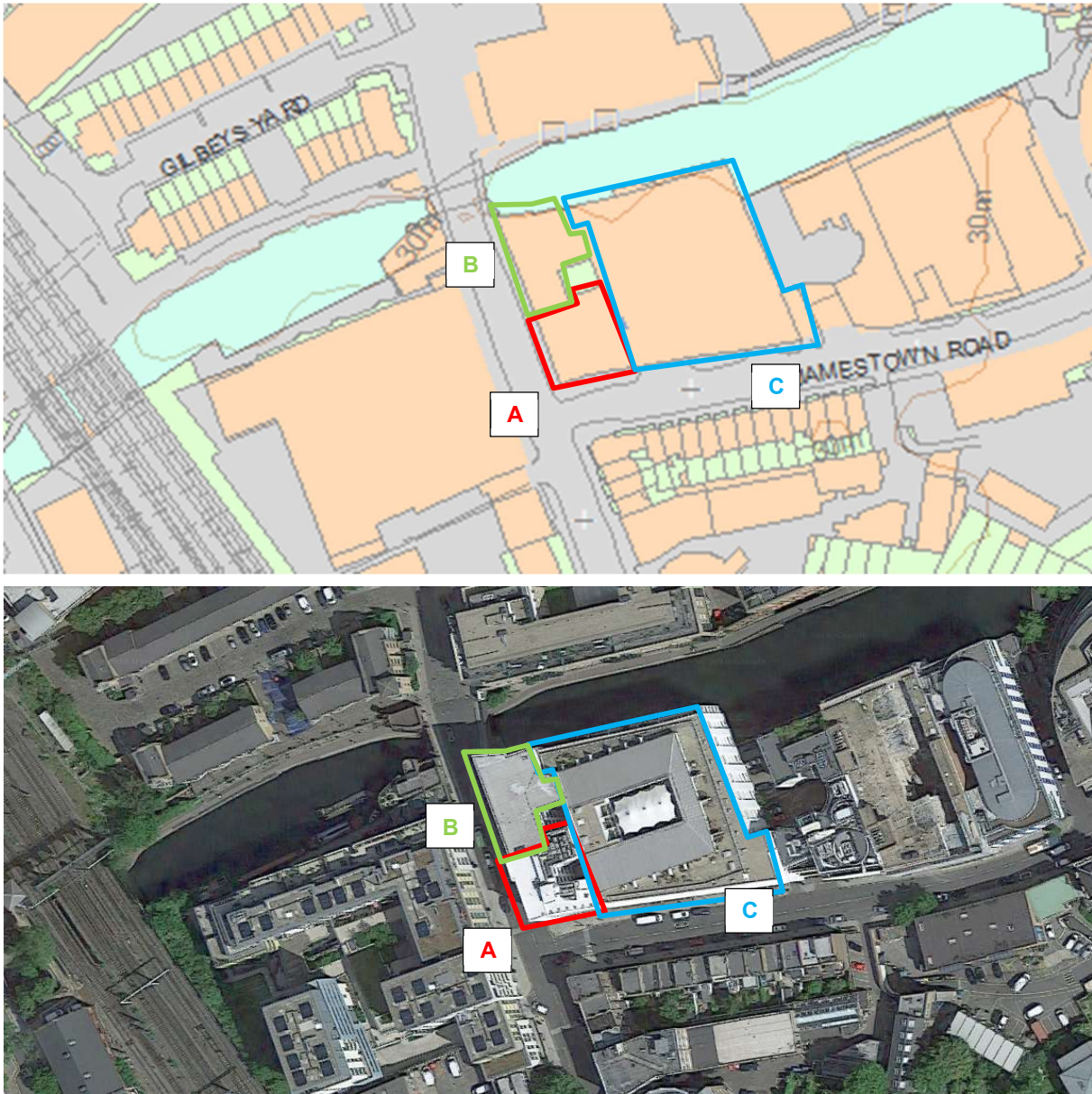
- Building A: The original Gilbey House, constructed 1937 and designed by architect Serge Chermayeff, now referred to as Academic House, located on the corner of Oval Road and Jamestown Road. The property was constructed for use as the administrative headquarters of owned by Messrs. W. & A. Gilbey Limited.
- Building B: Academic House, constructed circa 1871 and refurbished and re-fronted in 1960 as an extension to Gilbey House, also understood to be designed by Serge Chermayeff, referred to as Academic House, located on the corner of Oval Road and Regent's Canal.
- Building C: Is a former Gin Distillery, constructed 1894 by William Hucks. This is now a residential apartment block known as Gilbey House and is located on Jamestown Road, with its rear elevation facing Regent's Canal. This building not part of the demise and does not form part of the works. This has been referenced as this building is included within the listed building description.

### 2.2 Statutory Designations and Protection of the Site and Adjacent Areas

Academic House is a Grade II listed and within Regent's Canal Conservation area. These buildings are protected by the Planning (Listed Buildings and Conservation Areas) Act 1990. Under this act there is a duty on the Local Authority to "have special regard to the desirability of preserving the building or its setting or any features of special architectural or historic interest which it possesses", and there is a need for the building owner to be sympathetic to this when undertaking any refurbishment works.



Figure 1: Site Plan



### 2.3 Historic England List Entry Description

This building is listed under the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended for its special architectural or historic interest.

The Historic England List Entry refers to Building A and Building C only. Consultation with Camden Council (See Appendix) has confirmed that the Grade II listed building status also includes Building B.

Reference to Building C below has been retained for completeness of this report.

Name: 38-46, JAMESTOWN ROAD, 24, 26 AND 28, OVAL ROAD

List entry Number: 1113236

Location: 24, 26 AND 28, OVAL ROAD; 38-46, JAMESTOWN ROAD

County: Greater London Authority

District: Camden

District Type: London Borough

National Park: Not applicable to this List entry.

Grade: II

Date first listed: 06-Jul-1981

Date of most recent amendment: Not applicable to this List entry.

Legacy System: LBS

UID: 477686

Asset Groupings

This list entry does not comprise part of an Asset Grouping. Asset Groupings are not part of the official record but are added later for information.

TQ2883NE JAMESTOWN ROAD 798-1/76/1258 Nos.38-46 (Even) 06/07/81

See under: Nos.24, 26 AND 28 OVAL ROAD.

CAMDEN TQ2883NE OVAL ROAD 798-1/76/1258 (East side) 06/07/81 Nos.24, 26 AND 28

GV II

*Formerly known as: Gilbey House OVAL ROAD. Includes: Nos.38-46 JAMESTOWN ROAD. Factory, store and offices. 1894 by William Hucks with addition of 1937 by Mendelsohn and Chermayeff; for wine importers and gin distillers Gilbey's.*

### **2.3.1 Building A List Entry Description**

*EXTERIOR: 1937 block: of reinforced concrete frame filled with concrete panels; ground floor brown glazed tiles, upper floors rendered. Corner site; 7 storeys, with 6 bays to Oval Road and 7 bays to slightly concave Jamestown Road facade. International Modern idiom. Recessed main entrance to left of Oval Road facade with full height projecting square-sided bay window above with floor to ceiling glazing (emphasising the position of executive offices). Other windows form horizontal strips separated by vertical mullions. Teak 2-light window frames, plate glass. To Jamestown Road, the 6th floor rooms are recessed to incorporate a loggia with cast-iron railings. Projecting cornice above 6th floor.*

*INTERIOR: not inspected. HISTORICAL NOTE: the building incorporates technical innovations by consulting engineer Felix Samuely, e.g. the foundations are floated on cork insulation to protect the wine from the vibration of nearby trains. Air conditioning too was incorporated. Until recent years known as Gilbey House. Gilbey's, formed in 1857, by 1914 occupied 20 acres in Camden.*

### **2.3.2 Building C List Entry Description – Out of scope, no works proposed to this building and this building is not occupied by Bauer Media.**

*Original block to south-east: of concrete reinforced with hoop iron. Exterior rendered; channelled rustication to ground floor and channelled pilaster strips rising from 1st to 4th floor. 5 storeys plus attic and basement.*

*10 bays to Jamestown Road. Plain, square-headed entrances to ground floor including 2 vehicle entrances to left. Square-headed, recessed metal framed windows, most with small panes. Subsidiary cornice above 3rd floor, main cornice above 4th floor. INTERIOR: not inspected.*

*HISTORICAL NOTE: an early example of reinforced concrete construction.*

## **2.4 Building Description and Construction**

### **2.4.1 Overview**

Academic House is located on a corner plot adjacent to Oval Street, Jamestown Street and Regent's Canal, identified as Building A and B, which date to different periods, these adjoin and having been opened through to form a single accommodation.

### **2.4.2 Building A**

To the south of the plot, facing onto Jamestown Road and projecting inwards as far as the lift shaft and staircore, the building is constructed in concrete framework with insitu cast concrete floors and comprises six storeys. The Jamestown Road elevation features a concaved concrete façade. Windows to this part of the building are single glazed timber casements with internal secondary glazing. This part of the building was constructed in 1937, designed by Serge Chermayeff. The property was constructed for use as the administrative headquarters of Messrs. W. & A. Gilbey Limited.

The Buildings of England states<sup>1</sup>:

*“At the corner of Jamestown Road, office built for Gilbey’s, the wine Merchants, by Serge Chermayeff; remarkably good modern of 1937. Well preserved apart from the loss of its lively lettering at the corner. One front slightly broken so as to appear curved, the other provided with an angular bay window projecting above the main entrance. The building is of reinforced concrete, and was remarkable at the time for its careful insulation, with cork foundations, double glazing and air-conditioning. Ground floor faced with grey tiles, plain rendered walls above, all windows teak-framed.”*

### **2.4.3 Building B**

Building B is thought to have been constructed in 1871 and was once the brick Gilbey's Gin Distillery<sup>2</sup>. The original building was refurbished and re-fronted<sup>3</sup> in a modern style, in 1960. Pevsner identifies that this extension was also designed by Serge Chermayeff.

The section of building running northwards along Oval Road is believed to be constructed in concrete (and possibly steel) framework with timber floors. Windows along this elevation and to the central lightwells are steel frame (Crittall type) with single glazing set between concrete panelling. The external façade complements the 1937 building through continuation of the band of glazed tiles at ground floor level. It is understood that the 1960s extension also included the north elevation wall of the Means of Escape (MoE) Stairwell in the north-west corner of the property.

The north (Regent's Canal side) elevation (adjacent to the MoE stairwell) is believed to form part of the original 19<sup>th</sup> century warehouse, constructed using brick, rendered and painted white. There is a discreet band of

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<sup>1</sup> Cherry, B., and Pevsner, N. (1998). North London Volume 4: Pevsner Architectural Guides, The Buildings of England. London: Yale University Press. Page 386.

<sup>2</sup> Camden Railway Heritage Trust, 2010. Gilbeys. Online, available at: <http://www.crht1837.org/history/gilbeys>, accessed: 10/08/2016

<sup>3</sup>

detailing which runs above the 5<sup>th</sup> floor window, and continues to the adjoining property (Building C), a nod to the previous relationship between these buildings. Windows are single glazed pivot windows.

#### **2.4.4 Building C**

Building is out of scope, no works are proposed and does not form part of the application.

#### **2.4.5 Finishes**

The interior of the building was refurbished in 2017/18 and a listed building application (Ref 2016/5164/L) was approved outlining the refurbishment alterations.

Throughout the refurbished building finishes generally comprise exposed decorated soffit ceilings with carpet tiled floors and areas of restored parquet flooring, emulsion decorated walls, varnished joinery etc. Demountable partition systems, where forming cellular office and meeting room space, are high-spec modular systems with solid infill or glazing panels.

A new steel staircase was installed in 2018 extending between the ground and second floors and comprises a powder coated steel open plan staircase, with restored parquet flooring to the treads, and perforated powder coated sheet balusters and balustrade. To the ceiling surrounding the ground floor staircase, there is a fixed uPVC curtain railing, and floor to ceiling drop curtain. The ceilings are painted plasterwork, with exposed mechanical and electrical fittings. The ground floor localised floor finishes are restored parquet, installed as part of the 2018 works, and the first and second floor localised floor finishes are carpet tiles.

### 3 History & Evolution of Academic House

The following section provides description of how the site has evolved. The items in bold are specific references to the evolution of Academic House.

#### 3.1 Timeline

1812 - 1820 – The Regent’s Canal was built to link the Grand Junction Canal’s arm at Paddington Basin to a new basin at City Road and to the Thames and docks at Limehouse

**1838-1843 – Camden Flour Mills constructed on the site (Building B)**

1857 – Walter and Alfred Gilbey founded W&A Gilbey Ltd, Wine & Spirit Merchants, initially a small retail business in a basement in Oxford Street, London.

1867 – W&A Gilbey Ltd establish headquarters in the Pantheon in Oxford Street

1869 – W&A Gilbey Ltd move headquarters to Camden in the “A-Shed”, former site of Pickford & Co

**1871 – W&A Gilbey Ltd construct gin distillery on site formerly occupied by Camden Flour Mill, adjacent Regent’s Canal (Building B)**

1894 – W&A Gilbey Ltd purchase freehold for the gin distillery site and Stanhope Arms from LNWR

1895 – W&A Gilbey Ltd construct three tunnels under Oval Road to connect the distillery to the basement of “A” Shed

1896 – W&A Gilbey Ltd instruct the architect William Hucks to create a gin bottle store on the site of a timber yard. Site now known as Gilbey House (Building C).

**1937 – Gilbey House (now Academic House) is constructed as Gilbey’s administrative headquarters on the site of the Stanhope Arms, designed by architect Serge Chermayeff (Building A)**

**1960 – Gilbey House headquarters is extended into the gin distillery (Building B), which is refronted and refurbished to create an office.**

1962 – W&A Gilbey and United Wine Traders merge to become “International Distillers and Vintners.

1963 – Gilbey’s appoint architect Peter Falconer & Associates to construct new Gilbey headquarters, to include offices, warehouses and distillery in Harlow, Essex. The building was closed in 2000.

1963 – Gilbey’s leave Camden

1995/6 – The buildings which formed William Hucks bottle warehouse, adjacent to this building and which forms “Building C” was converted into residential flats by Regalian. The building was renamed “Gilbey House”.

**1997 – Works to install new M&E installations to Academic House (Building A and B) and replace some of the windows were undertaken. It is understood that the 6<sup>th</sup> floor was also added to Building B at this time.**

**2000 – Bauer Media move into Academic House (Buildings A and B)**

**2018 – Bauer Media undertook a comprehensive refurbishment of the ground to 6<sup>th</sup> floors of Academic House (Buildings A and B), (Application Ref 2016/5164/L)**

#### 3.2 Historical Narrative

The site was originally owned by the London and North Western Railway (LNWR), and the site of “Building B” was originally occupied by Camden Flour Mills, with records dating back to 1843.

In 1857, Walter and Alfred Gilbey established W&A Gilbey Limited, a wine and spirit merchants. They originally based their headquarters in the Pantheon in Oxford Street, on the site that is now occupied by Marks & Spencers. Soon after in 1869, the LNWR persuaded Gilbey’s to move their Warehouses to Camden, where



they occupied the “A” shed, in the building opposite the site, whilst maintaining their site in Oxford Street as an administrative centre<sup>4</sup>

In 1871, Gilbey’s established a gin distillery on the land opposite the “A” Shed in Oval Road on the site formerly occupied by Camden Flour Mills (location of Building B). In 1894 Gilbey’s purchased the entire site, comprising the gin distillery (Building B), the Stanhope Arms (site of the current Building A) and the adjacent timber yard<sup>5</sup>, which was developed into a gin warehouse by William Hucks in 1896 (referred to as Building C). They constructed tunnels underneath Oval road to transport goods between the gin distillery and the A-Shed<sup>6</sup>

Throughout the early 20<sup>th</sup> century, Gilbey’s Camden empire grew, and they eventually instructed architect Serge Chermayeff (1900 – 1996), a renowned modernist architect, to design their new headquarters in Camden, on the site of the Stanhope Arms, which was completed in 1937.

Gilbey’s had a distinguished record in architectural patronage following Chermayeff’s headquarters. Due to the ever increasing size of the Gilbey’s empire, in the late 1950’s, Gilbey’s had made a decision to rebuild their gin distillery, and had plans for a new multi-storey extension to their headquarters. At the same time, there was increasing pressure on industry to move from the city centre to greenfield sites. Gilbey’s made the decision to move the business to a new Greenfield site in Harlow, and appointed architect’s Peter Falconer and Partners, who had just designed the new Harvey’s of Bristol’s fashionable “loose fit, low energy buildings”, to design their own new headquarters.

The existing Camden building was instead refurbished and refaced in the same style as Chermayeff’s 1937 headquarters in 1960. There are a number of reputable sources which identify that the extension was also undertaken by Chermayeff (Historic England, Pevsner, Camden Council 2008), however in 1940 Chermayeff had become bankrupt eventually emigrating to America, where he opened a practice and entered the teaching profession, first as Art Department Chairman for Brooklyn College and later as President of the New Bauhaus in Chicago. In 1953 he moved to Cambridge, Massachusetts and opened an office with Hayward Cutting and began teaching as a professor at Harvard. In 1962 he transferred to Yale<sup>7</sup>.

In May 1962, Gilbey’s merged with a number of other wines and spirits firms, including: Justerini & Brooks, Gilbey Twiss, Twiss & Brownings & Hallows, Croft, and The Wyvern Property Company, to become International Distillers and Vintners (IDV). This brought together J & B Whisky, Hennessy Cognac, Gilbert’s Gin, Smirnoff Vodka, and a dozen other names. In 1964, the company moved to the new site in Harlow. This site was closed in 2000.

From the 1970’s, Camden became popular with media companies and Bauer Media Limited moved to the property in 2000.

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<sup>4</sup> Local History Online (2016) The Drinks Trade. Online, available at: <http://www.locallocalhistory.co.uk/industrial-history/drinks-trade/page1.htm>, accessed 11/08/2016

<sup>5</sup> Local History Online (2016) The Drinks Trade. Online, available at: <http://www.locallocalhistory.co.uk/industrial-history/drinks-trade/page1.htm>, accessed 11/08/2016

<sup>6</sup> Camden Heritage Railway Trust, 2010. Gilbey’s. Online, available at: <http://www.crht1837.org/history/gilbeys>, accessed 11/08/2016.

<sup>7</sup> Sharp, D. 1991. The Illustrated Encyclopaedia of Architects and Architecture. New York: Quatro Publishing,

### 3.3 Site Maps and Images Timeline (External)

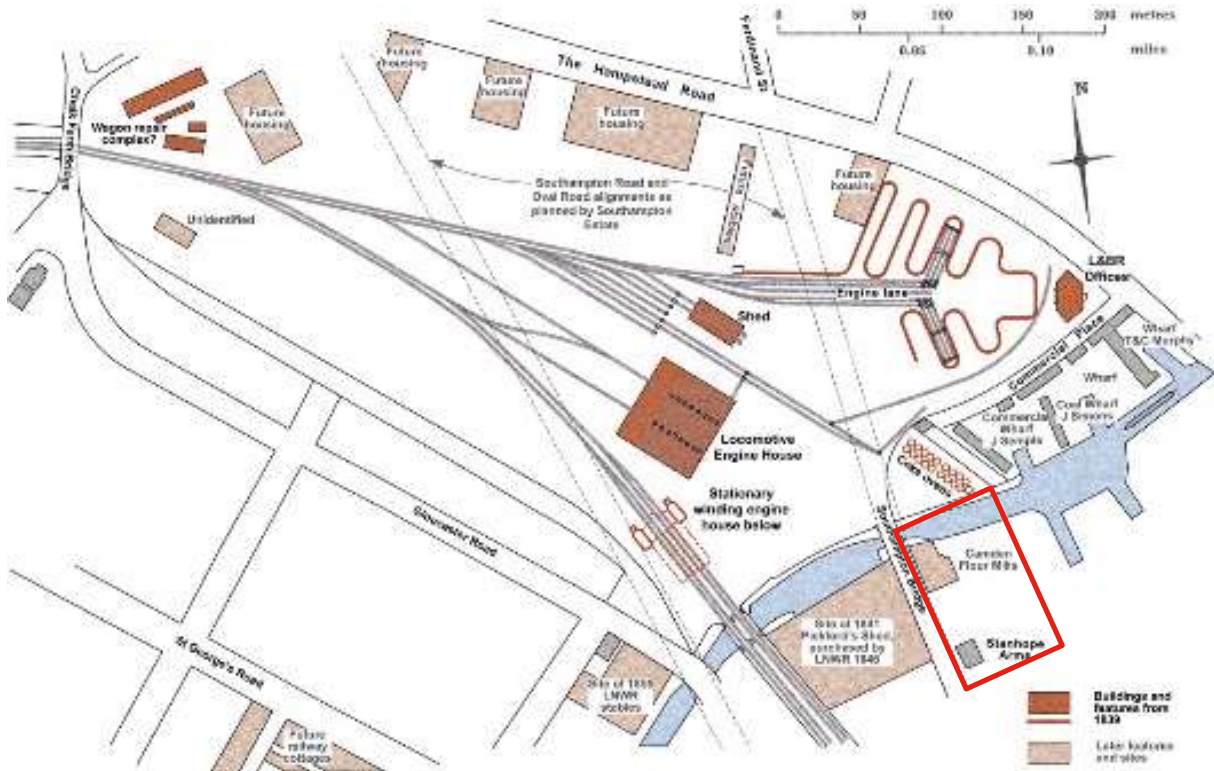


Figure 2: Camden Goods Yard (1837) although note Camden Flour Mill and the Stanhope Arms are identified as being constructed after this date<sup>8</sup>

<sup>8</sup> Darley, P. in Camden Heritage Railway Trust (2010) Camden Goods Depot. Online, available at: <http://www.crht1837.org/history/camdengoodsdepot>, available at: 11/08/2016



Figure 3: The white building in the centre of this image shows Camden Flour Mill, behind Southampton Bridge along the Regent's Canal<sup>9</sup> (1843)



Figure 4: Ordnance Survey map of Camden (1868 to 1872)<sup>10</sup>

<sup>9</sup> Camden Heritage Railway Trust (2010). Pickfords and Goods Interchange. Online, available at: <http://www.crht1837.org/history/pickfor>, accessed 11/08/2016

<sup>10</sup> National Library of Scotland (1880) Middlesex XVII (includes: Bethnal Green; City Of Westminster; Finsbury; Holborn; Islington; London; Shoreditch; Southwark; St Pancras; Stepney.) Surveyed: 1868 to 1873. Online, available at: <http://maps.nls.uk/view/102345964>, accessed 11/08/2016



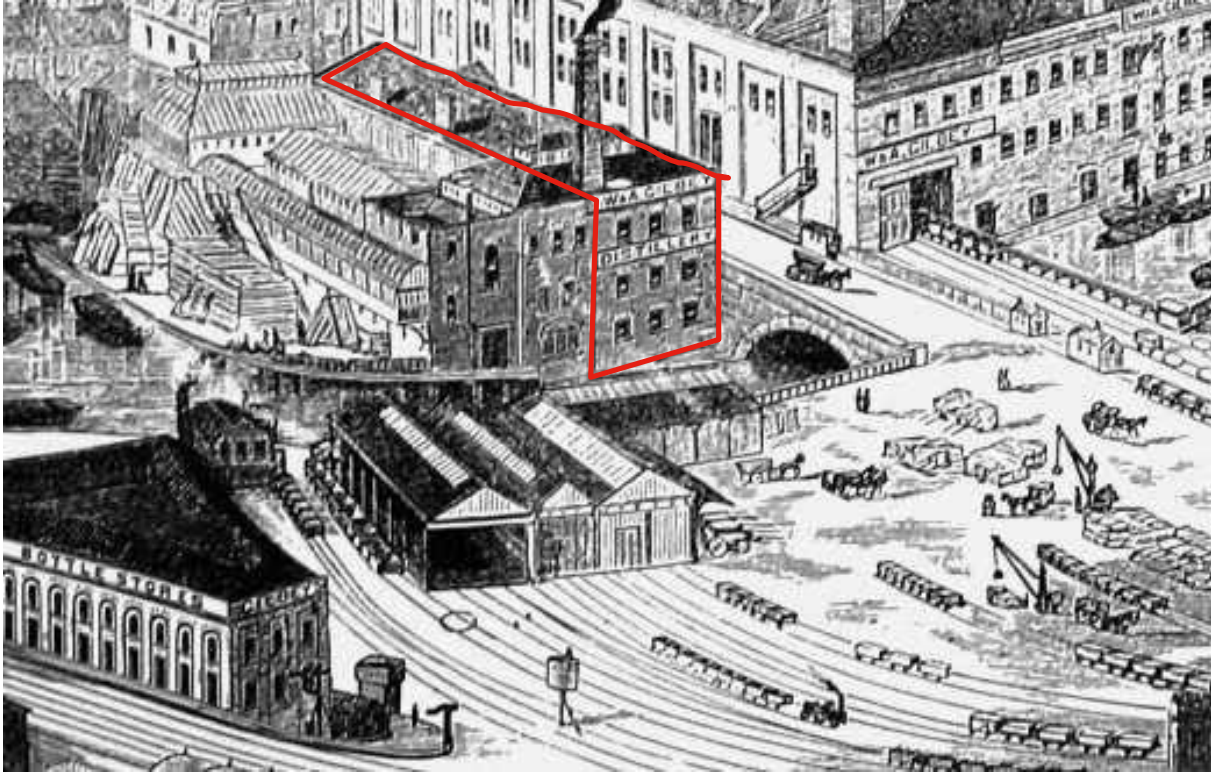


Figure 5: W&A Gilbey Gin Distillery (Building B) located on the corner, adjacent to Southampton Bridge and Oval Street (image circa 1889-1895)<sup>11</sup>

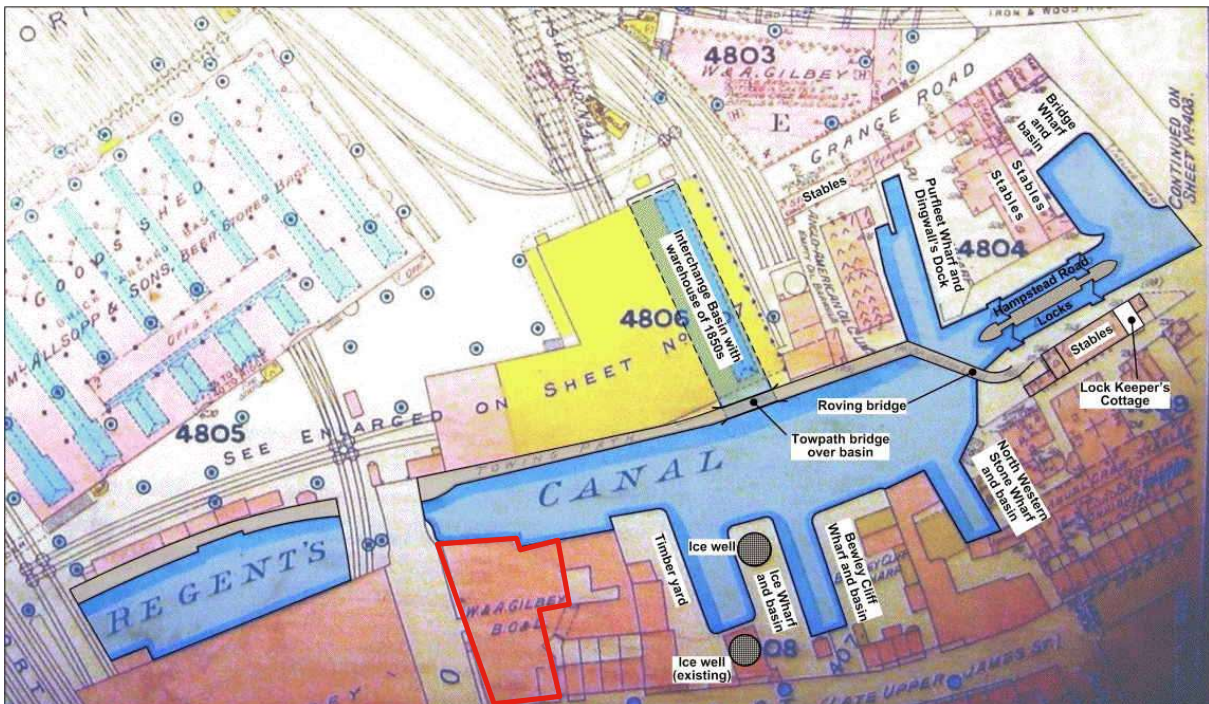


Figure 6: Map of Gilbey estate (1891)<sup>12</sup>

<sup>11</sup> Camden Railway Heritage Trust (2010) LNWR and Goods Interchange. Online, available at: <http://www.crht1837.org/history/lnwrinterchange>, accessed: 11/08/2016

<sup>12</sup> Camden Heritage Railway Trust (1891) Regent's Canal. Online, available at: <http://www.crht1837.org/history/regentcanal> accessed 11/08/2016



Figure 7: Ordnance Survey map of Camden (1893 to 1894)<sup>13</sup>

<sup>13</sup> National Library of Scotland (1894) London VII.NW (includes: Finsbury; Holborn; Islington; St Pancras.). Online, available at: <http://maps.nls.uk/view/99383316>, accessed 11/08/2016



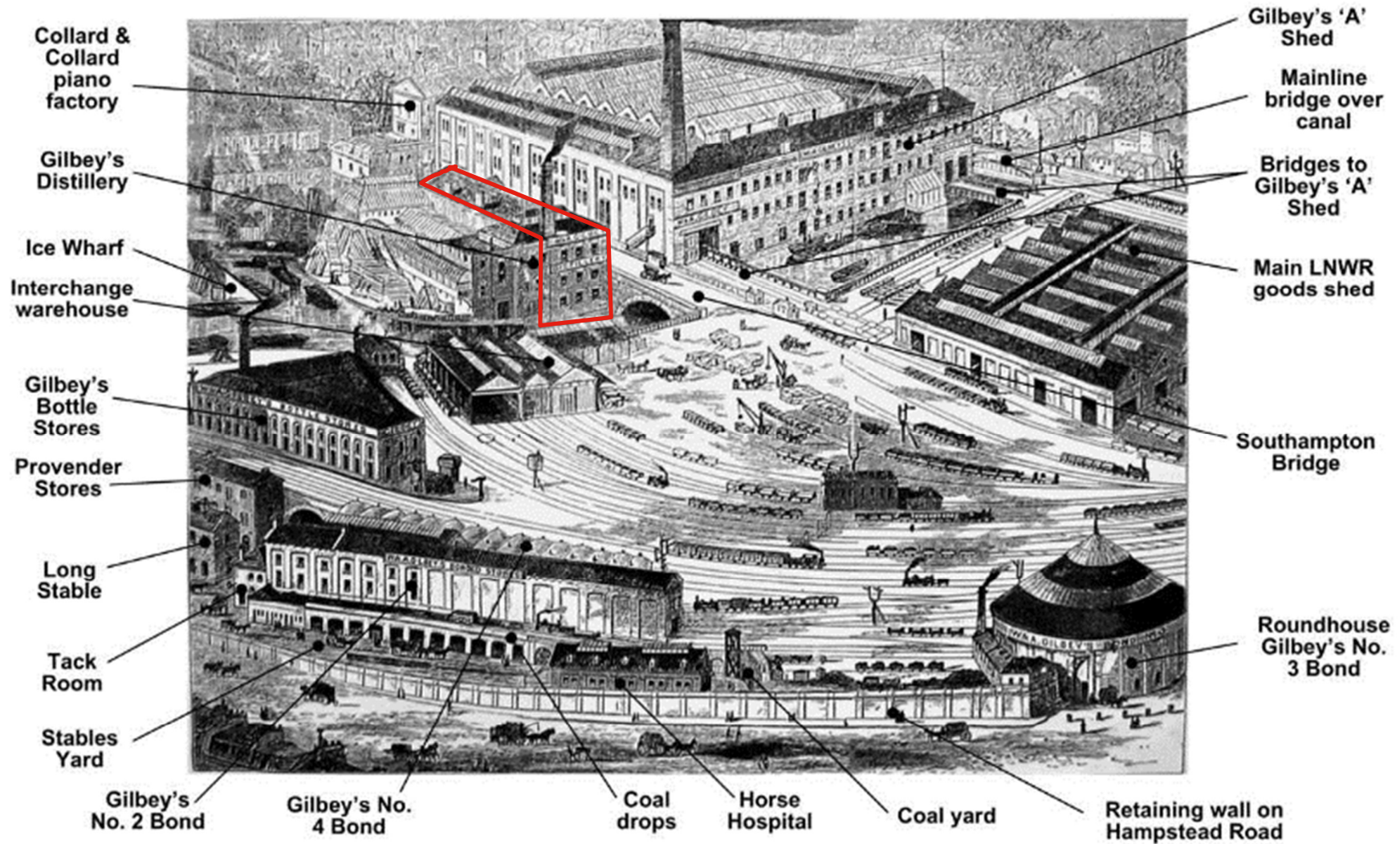
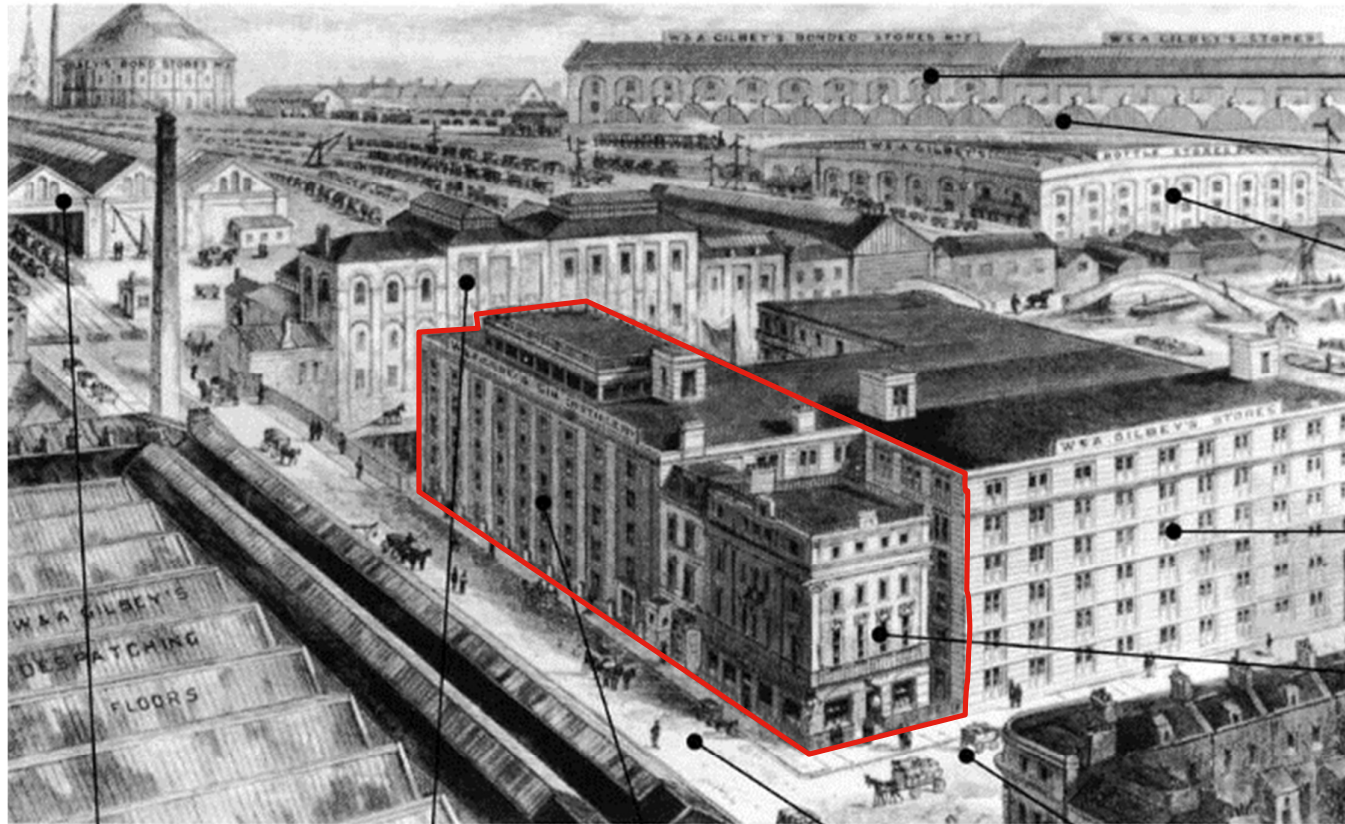


Figure 8: W&A Gilbey estate in Camden Gin Distillery (Building B) located on the corner, adjacent to Southampton Bridge and Oval Street (image circa 1889-1895)



Gilbeys No. 2 Bond

Gilbeys No. 4 Bond

Gilbeys Bottle Stores

William Hucks' Bottle Warehouse

Stanhope Arms

Main LNWR goods shed

LNWR offices

Gilbeys Gin distillery

Oval Road

James Street



Figure 9: Image of William Huck's bottle store (circa 1900), showing the gin distillery and Southampton Bridge in the background<sup>14</sup>

<sup>14</sup> Darley, P. 2014. Camden Goods Station Through Time. Stroud: Amberley Publishing





Figure 10: Ordnance Survey map showing gin distillery, Huck's bottle warehouse and the Stanhope Arms (1913-1914)<sup>15</sup>

<sup>15</sup> National Library of Scotland (1913) London Sheet K (includes: Bethnal Green; City Of Westminster; Finsbury; Holborn; Islington; London; Shoreditch; Southwark; St Pancras; Stepney.). Online, available at: <http://maps.nls.uk/view/102345864>, accessed 11/08/2016



Figure 11: Photograph showing "Building B" on the corner of Oval Road and Regent's Canal, adjacent to Southamton Bridge. The Stanhope Arms is just visible in the top left corner of the image (1921)<sup>16</sup>

<sup>16</sup> Britain From Above (2016) Oval Road and the Pianoforte Manufactory, Camden Town, 1921. Online, available at: <http://www.britainfromabove.org.uk/image/epw007014>, accessed 11/08/2016

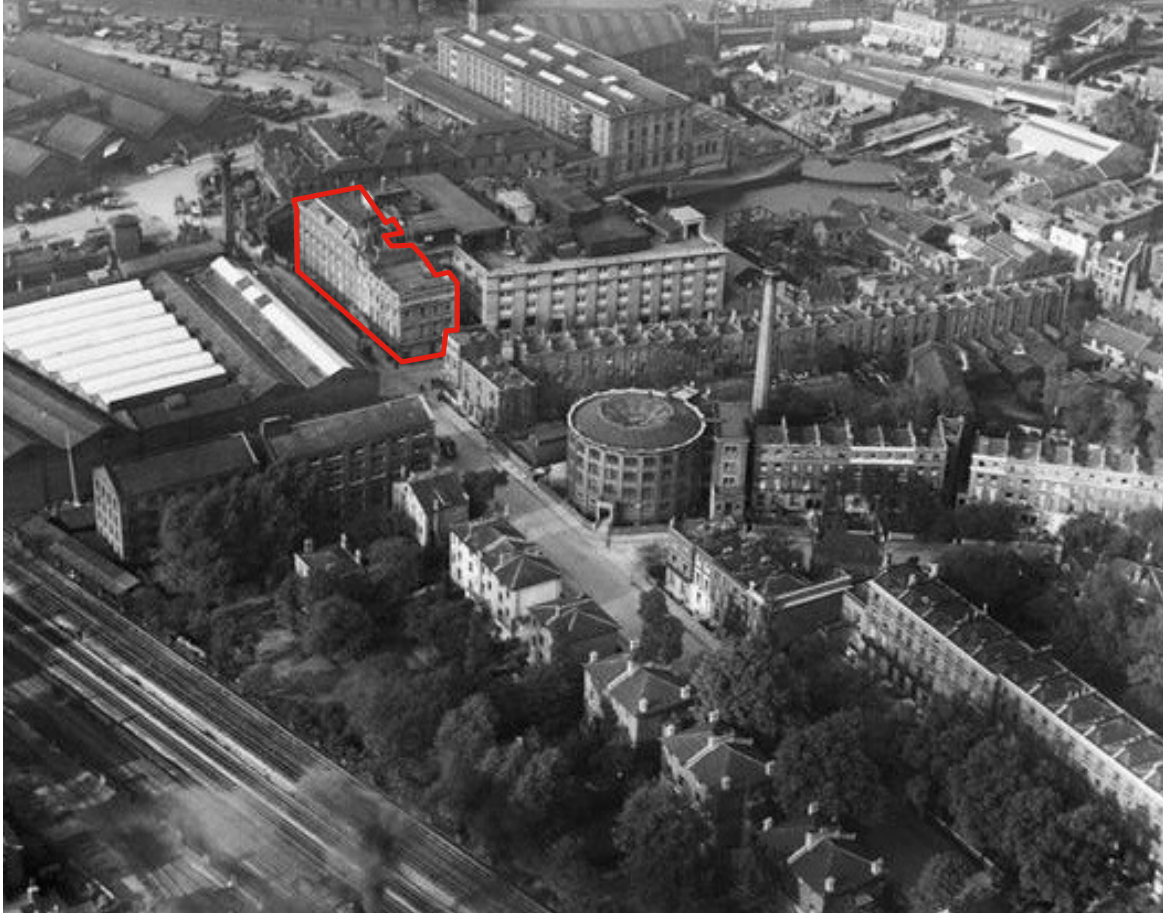


Figure 12: Image of Stanhope Arms and Gilbey's gin distillery on the site prior to development



Figure 13: Gilbey House, new headquarters of W&A Gilbey Limited (1937) the brick gin warehouse is just visible to the left of this image<sup>17</sup>

<sup>17</sup> Architect's Journal (1937) Gilbey House. Online, available at: <http://www.ajbuildingslibrary.co.uk/projects/display/id/2866>, accessed (11/08/2016)





*Figure 14: Gilbey House, Oval Street elevation (1937), the brick gin warehouse is visible to the left of this image<sup>18</sup>*

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<sup>18</sup> Architect's Journal (1937) Gilbey House. Online, available at: <http://www.ajbuildingslibrary.co.uk/projects/display/id/2866>, accessed (11/08/2016)

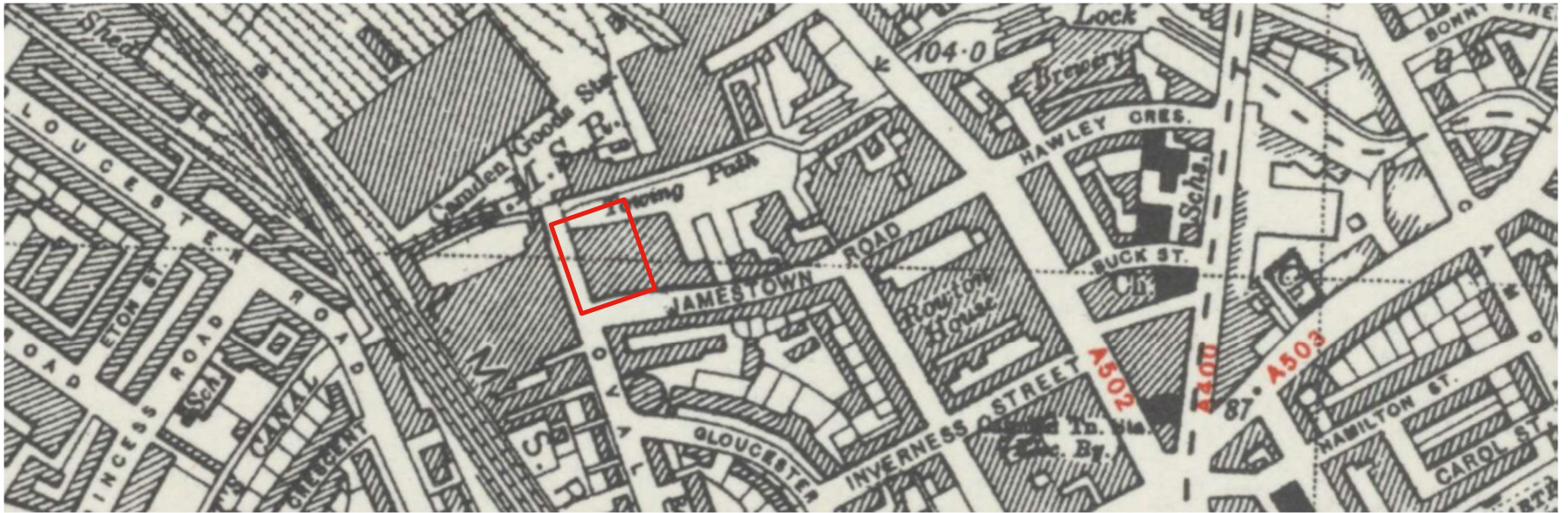
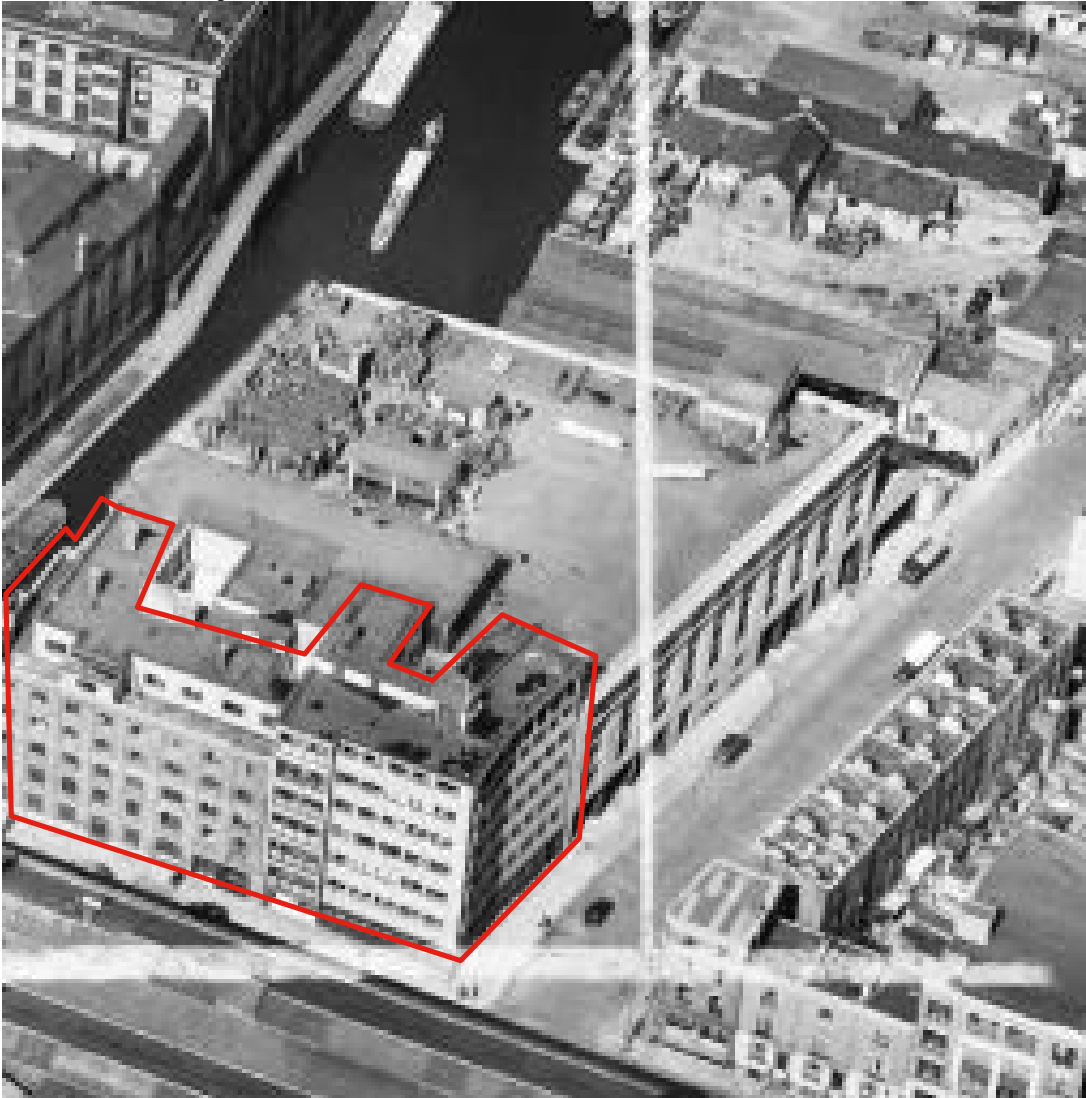


Figure 15: Ordnance Survey Map of Camden, showing the development of the site with the new Gilbey House headquarters. Also note change of road name from James Street to Jamestown Road (1938)<sup>19</sup>

<sup>19</sup> National Library of Scotland (1938) London Sheet K (includes: Bethnal Green; City Of Westminster; Finsbury; Holborn; Islington; London; Shoreditch; Southwark; St Pancras; Stepney.) Online, available at: <http://maps.nls.uk/view/102345861>, accessed 11/08/2016.



*Figure 16: Gilbey House and the adjacent gin distillery prior to refurbishment in 1960 (1952)*

### 3.4 Site Maps and Images Timeline (Internal)

There are fewer records regarding the internal areas of these buildings. The best examples are included within the AJ 1937<sup>20</sup> article of the building. Example photographs have been included below, the document can be found within Appendix C.

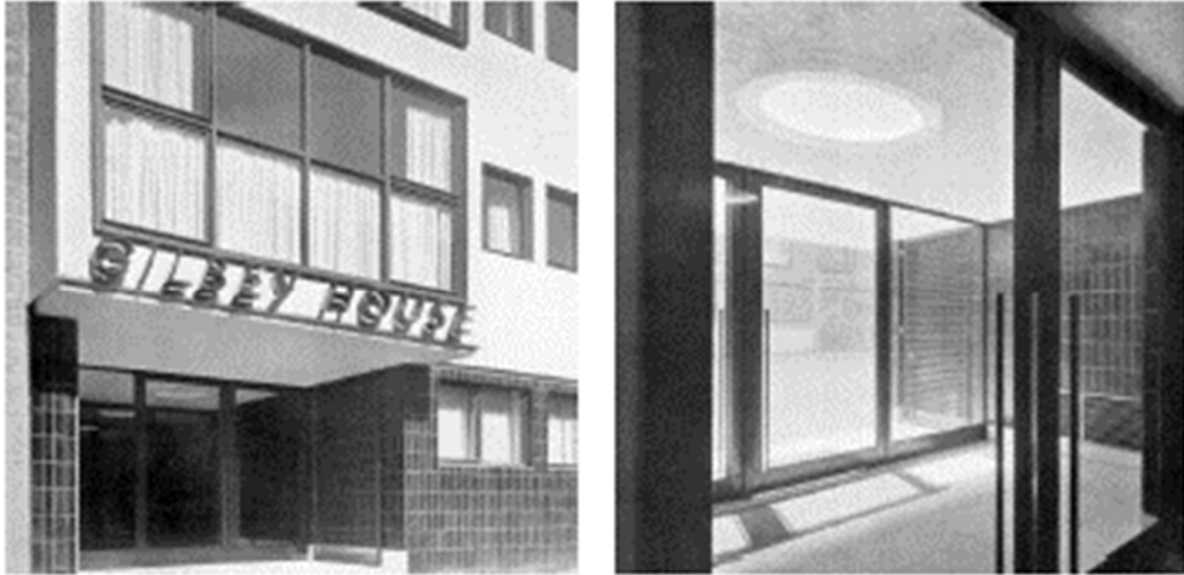


Figure 17: Gilbey House front entrance and reception area 1937 building only

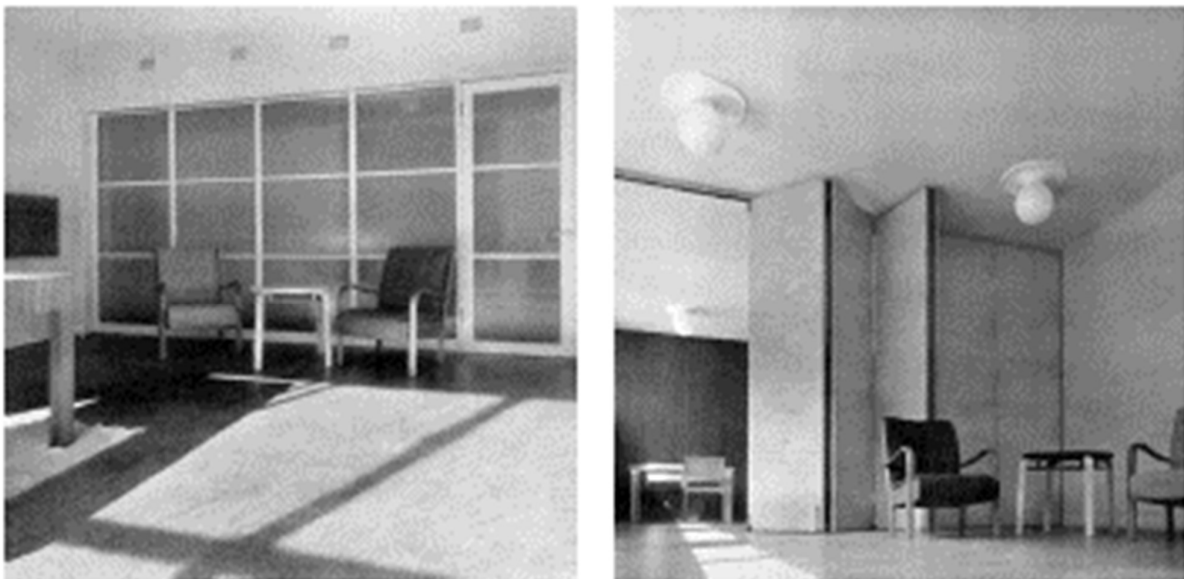


Figure 18: Gilbey House example internal areas 1937 building only

<sup>20</sup> Architect's Journal (1937) Gilbey House. Online, available at: <http://www.ajbuildingslibrary.co.uk/projects/display/id/2866> , accessed (11/08/2016)



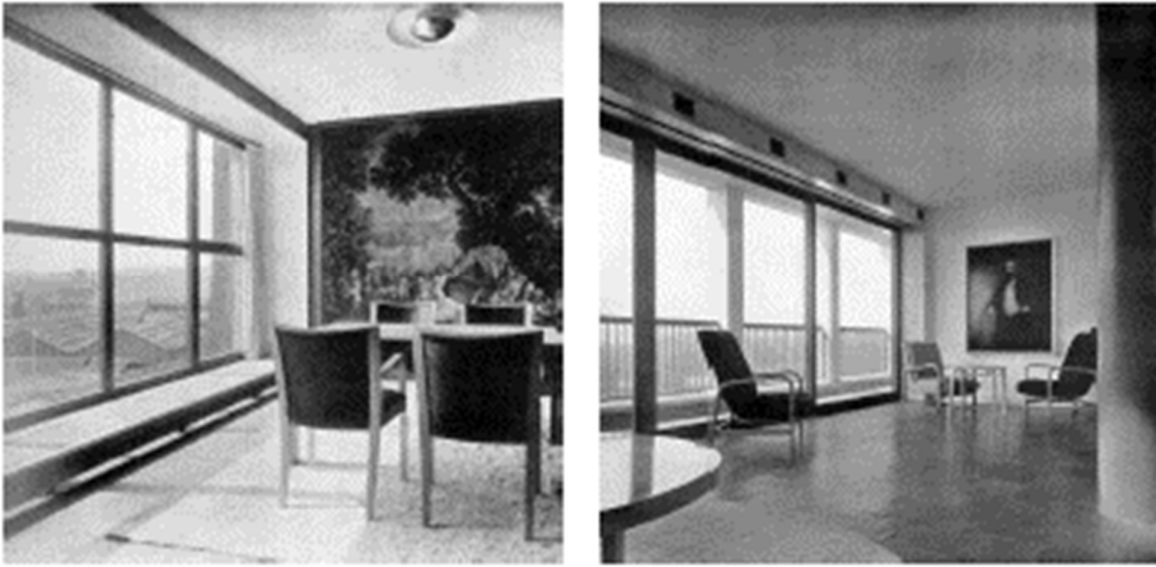


Figure 19: Gilbey House example internal finishes (sixth floor) 1937 building only

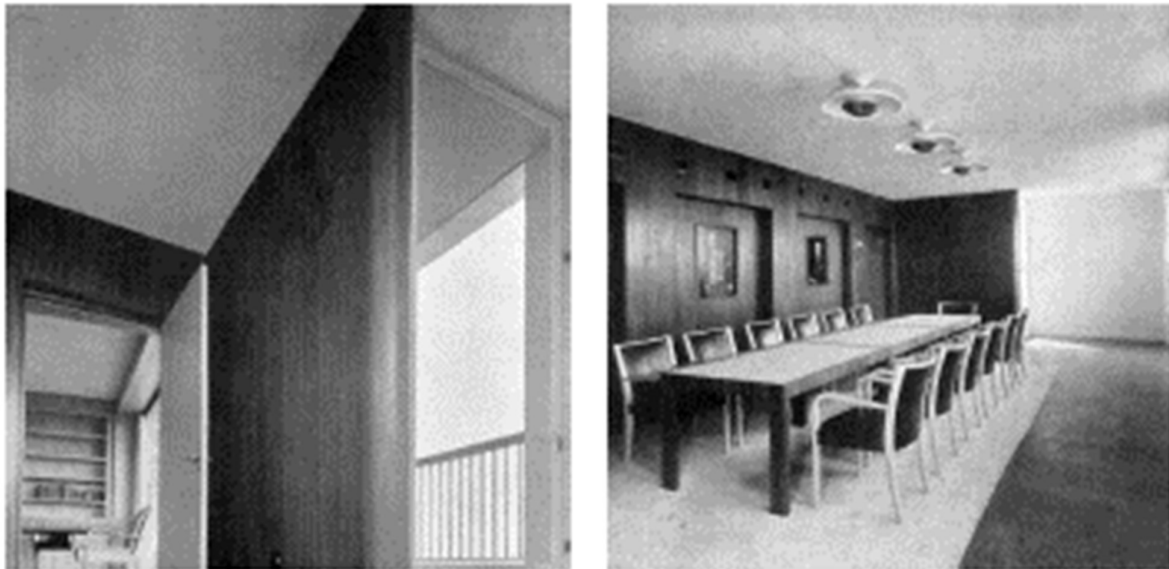
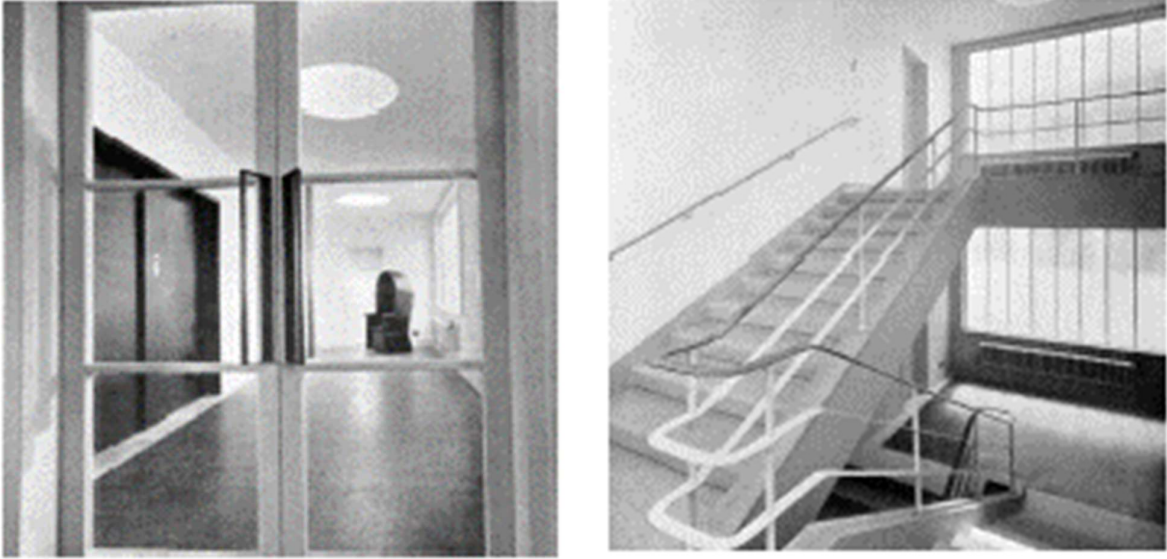


Figure 20: Gilbey House example internal areas 1937 building only



*Figure 21: Gilbey House example stair core and passenger lift lobby areas 1937 building only*

## 4 Analysis of the Heritage Values

The following section explores the heritage values which relates to the property.

### 4.1 Evidential value

Evidential value is the potential of a place to yield evidence about past human activity.

#### 4.1.1 Archaeology

- Whilst no investigations or evidence has been undertaken to date of this site, the site is an area of archaeological potential, due to its prominent location on the Regent's Canal. Before it was established in 1791, the area that became Camden was mainly used for agricultural purposes therefore there is possibility that early agricultural archaeology could be present beneath this site.
- The site is constructed on what was once Gilbey's gin distillery. Research has suggested that there were a number of tunnels constructed beneath Oval Road which led to the A-Shed, used to transfer goods between the buildings. It is understood that some or all of these tunnels may have been diverted when Huck's bottle warehouse was built at the end of the 19<sup>th</sup> century
- The basement and footings of the buildings are almost certainly part of the original gin distillery buildings
- There appears to be evidence of a historic dock or jetty adjacent to Southampton Bridge, where the fire escape stairwell from Building B ends, presumably relating to the supply of goods into buildings from the canal.
- There is a solid masonry "void" which runs from the ground floor through to roof level between Building B and Building C. It is possible that this is the chimney flue of the chimney identified in Figure 8 and 9.

#### 4.1.2 Buildings and Arrangement

- The site is located adjacent to the Regent's Canal and Southampton (former railway) bridge, providing it with excellent connections for the supply of raw goods and export of goods.
- Building B follows the plan of the Camden Flour Mill, which dates back to the construction of Regent's Canal. The characteristic shape of the property can be seen on plans, photographs and sketches of this site, as far back as 1843.
- It appears that rather than complete demolition, the 1960s project comprised partial demolition of the gin distillery, including the Oval Street elevation and the floors. The Regent's Canal elevation was retained. The remaining elevations are party walls shared between Building A and C.
- Building A was constructed on the site of the Stanhope Arms, which is believed to have been constructed prior to 1868.
- The location of these units adjacent to Oval Road and Regent's Canal are evidence of the industrial past of this site, and Camden's industrial and distillery history.
- It is unclear of what this site was used for prior to 1830's.

#### 4.1.3 Relationship With Other Buildings Within Camden

- The Building's location on the Regent's Canal reflects the importance of the Regent's Canal and its relationship with trades and buildings along its banks.
- Academic House has been identified as a monument to the legacy of the Gilbey estate within Camden. There are a number of other important buildings which formed the Gilbey estate in Camden which remain today, such as Camden Roundhouse, Camden Lock Stables and the A-Building on the West side of Oval Road. Together, these buildings provide evidence of the development of Camden and the role Gilbey's played in this.

## 4.2 Historical value

Historical value can be described as the ways in which past people, events and aspects of life can be connected through a place to the present - and it tends to be illustrative or associative.

- Camden Town was founded in 1791, but developed significantly due to innovations in transport and industry<sup>21</sup>.
- The entire site owes its existence firstly to the development of the Regent's Canal which was opened to traffic in 1820, which opened up transport links to East and West India docks, and latterly the construction of the London and North Western Railway (LNWR) and Camden Goods Depot. The existence of the buildings on this site are a testament to the trade and engineering of this time.
- Camden Town was directly impacted by this increased trade and rapidly expanded throughout the 19<sup>th</sup> century.
- Camden has a history of grain processing manufacture, Building A is located on the site of Camden Flour Mill, and shares the same building footprint. Other links to this industry include the Camden Round House located close to the site.
- The site previously was the home of Stanhope Arms
- The was developed for use by W&A Gilbey's Wine and Spirits Merchants, whose empire spread across Camden and helped shaped the area, and from their formation in 1857, *by 1914 they occupied 20 acres in Camden.*
- Local related sites of merit include Camden market, stables and the roundhouse also previously formed part of the Gilbey estate.
- The Stanhope Arms was redeveloped in 1937 forming Gilbey's headquarters (Building A).
- The 1937 building was designed by internationally significant modernist architect Serge Chermayeff, of Chermayeff, and Mendelssohn.
- The 1937 building incorporates a number of technical innovations associated with creating an administrative building in a highly industrial area. The main challenges involved the reduction of noise, reduction of vibration and the incorporation of air conditioning. The innovations were designed by consulting engineer Felix Samuely, and included introduction of foundations floated on cork insulation, double glazing, soundproofing and installation of air condition system, which is still present within the building.
- It is understood that Chermayeff returned to design the 1960 block, a refurbishment and "refronting" of the gin distillery in order to create an extension to the headquarters, demonstrating the expansion of the Gilbey franchise.
- The building has been occupied by Bauer Media since circa 2000, which is a reflection in the increase of Media companies within the area.

## 4.3 Aesthetic value

### 4.3.1 Building A

- The 1937 building was designed by internationally significant modernist architect Serge Chermayeff, of Chermayeff and Mendelssohn. The design is a good example of the international style of architecture in England, and relatively early example of international style in corporate architecture in England.
- Externally, the use of white rendered façade is typical of modernist construction. It provides a contrast in style to the surrounding Victorian industrial buildings with its stripped simplicity in the International Modern style.
- The building has an angled façade on Jamestown Road, designed to give the illusion of a curved frontage. There are a number of circular roof lights which can be seen from ground level, which sit above the 6<sup>th</sup> floor balcony area. This provides a distinctive aesthetic.

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<sup>21</sup> Camden History Society (2016) Camden History Review. Online, available at: <http://www.camdenhistorysociety.org/index.php/downloads/finish/4-downloads/97-camden-history-review-1-14-mb/0>, accessed: 11/08/2016



- The Oval Road elevation has a large feature window above the front entrance, on each floor, providing a point of interest and variety in the façade, whilst maintaining the modernist aesthetic.
- The external façade design remains very much intact, aside from the removal of the “Gilbey House” lettering.
- Internally, much of the original finishes have been altered over the past 70 years. Elements which still remain include, terrazzo floor finish within the reception area; staircase which includes a bronze handrail and terrazzo floor finish; examples of joinery surrounding large windows facing Oval Road. There is believed to be some of the parquet flooring still intact beneath the modern carpet finish
- Modern additions which detract from the original design include: demountable partitions, suspended ceilings, carpets, modern mechanical and electrical installations.

#### 4.3.2 Building B

- The Regent’s Canal elevation of this part of the building is typical of Victorian warehouse architecture, with features including the relationship between the building and the canal, reduced wall thickness between the ground and fifth floor. Single glazed leaded windows to rear elevation and light wells (Building B)
- The relationship between Building B and C can be seen with the continuation of the banding which runs at high level.
- The building has a similar scale to the buildings in the surrounding area, meaning the scale of the development complements the surrounding street scape and the vista of the canal to and from Southampton Bridge
- This elevation is of brick construction but comprises a white rendered finish, which is thought to be a later edition. This provides a contrast to the yellowed stock brick associated with much of the canal and the glowing pink brickwork of Interchange Warehouse.
- The building underwent significant refurbishment within the 1960s extension which is understood to have also been designed by Chermayeff<sup>22</sup>. Externally, there is continuation of the 1937 design by way of the grey tiles and ground floor level. The concrete panels provide a contrast to the 1937 design and makes the extension more “of its time”. Despite this, the refurbishment appears to have considered the design of the original warehouse and reflects the symmetry and sizes of the original windows within the new building.

#### 4.4 Communal Value

- The building is valued by a number of different communities, due to the relationship that the site has with:
  - W&A Gilbey and the Gilbey estate
  - Architects Mendelsohn and Chermayeff
  - Camden history
  - Regent’s Canal History and the Industrial Revolution
  - Canal and Rivers Trust
  - Regent’s Canal Conservation Area
  - Bauer Media Limited (current tenants of the building)

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<sup>22</sup> Camden Council 2008. Regent’s Canal Conservation Area Appraisal and Management Strategy. Online, available at: <http://camden.gov.uk/ccm/content/environment/planning-and-built-environment/two/planning-policy/supplementary-planning-documents/conservation-area-appraisal-and-management-strategies/regents-canal.en> accessed 16/09/2016

## 5 Heritage Significance of the Building

The previous section identified the heritage values associated with the property. This section identifies the way in which these values are embodied within the building fabric.

### 5.1 External Features

#### 5.1.1 Façade of Building A

The external façade of Building A remains remarkably intact. Whilst there have been some alterations to the external façade, including removal of the “Gilbey House” lettering, renewed render to the Oval Street and Jamestown Road elevation, provision of secondary glazing and alterations to the front lobby, the building is considered to be a good example of modernist architecture. Apart from secondary glazing being installed circa 1997, windows within this building remain intact and represent a significant feature of the façade.

#### 5.1.2 Façade of Building B

Similarly, the 1960s façade of Building B remains intact. The rear elevation of Building B (Regent’s Canal side) provides reference to the former use of the building, and thus is considered a significant element of the building as it clearly demonstrates the former use of this building. The windows within this building remain intact and represent a significant feature of the façade.

### 5.2 Internal Features

#### 5.2.1 Structure of Building A

Internally, the structure of Building A remains as per the original design. It should be noted that there have been some openings created since construction to accommodate additional plant, and there are examples of skylights being infilled, such as above the 6<sup>th</sup> floor stairwell. Whilst the loss of the skylight does reduce the visual impact of the stairwell, generally these openings/ closures are not considered to have a significant impact on the value of this building.

#### 5.2.2 Layout of Building A

The layout of Building A remains mostly as per the indicative floor plan provided within the AJ guide, albeit the original temporary partitions have been lost since this building was constructed. Demountable partitions currently within this space appear to be more recent additions and are not considered to contribute to the significance of the building. The original building was provided with a plenum air conditioning duct and riser which is believed to provided fresh air to the office floors – see also section 5.2.4 below. Large sections of the original concrete duct has been removed on the office floors but as part of the recent refurbishment, the appearance of the downstands and duct doffit has been replicated with the creation of plasterboard bulkheads

#### 5.2.3 Finishes in Building A

There are limited original finishes that remain within Building A, with the exception of the terrazzo floor finish within the reception and stairwell, and parquet flooring. As part of the 2017 refurbishment works, some original sections of parquet flooring have been repaired and restored. Most of the finishes within the building are modern and of no heritage significance.

#### 5.2.4 Services in Building A

The services within the 1937 building contribute to the historic values of this property. Of the original services that were included within this building the passenger and goods lifts, large air conditioning system remain, and some of the original heating system remain, such as small cast iron radiators on the 3<sup>rd</sup> and 4<sup>th</sup> floors. This system is now obsolete, representing only evidential and some aesthetic value. The building fabric

incorporates some original details for passive ventilation, as can be seen within the AJ guide photographs. The operational services within Building A were comprehensively replaced in 2017/18.

### **5.2.5 Structure of Building B**

As identified, Building B underwent significant refurbishment and refronting in 1960 in order to change the building from a gin distillery to office accommodation. There is very limited information available regarding these alterations, although it is suspected that the north and east and south elevations were retained, and possibly the flooring also. It appears that since the 1960s refurbishment there has been few structural alterations to the building, aside from some new openings to accommodate services. As part of the 2017 refurbishment works, a new internal staircase was formed from ground to second floor with new openings formed in the original timber floor structure.

### **5.2.6 Layout of Building B**

There is little information available as to the layout of the 1960s office building, or the warehouse before this. Demountable partitions within this space appear to be more recent additions and are not considered to contribute to the significance of the building.

During the 2017 refurbishment works, an original self-closing steel fire door and door opening was revealed at second floor level providing evidence of a doorway connection between Building B and Building C. The door opening has been blocked up previously but the self-closing fire door and mechanism has been retained and is now located behind furniture and wall finishes alongside the party wall and is of historical significance.

### **5.2.7 Finishes of Building B**

Again, there is limited understanding of what the original finishes were within Building B, although there is little evidence of any finishes from this refurbishment that still exist. During the 2017 refurbishment no original floor or ceiling finishes were found and most of the finishes within the building are modern and of no heritage significance.

### **5.2.8 Services of Building B**

Services which remain from the 1960s refurbishment are relatively limited and have become life expired but small sections of the perimeter heaters have been retained for evidential purposes. The operational services within Building B were comprehensively replaced in 2017/18.

## 6 Proposed Project Works and Approach

### 6.1 Summary of Works

The scope of the proposed alterations and refurbishment comprise the following:

- Removal of the steel staircase, and associated fixtures and fittings installed in 2016/17 between the ground and second floors.
- Structural alterations and remedial works to close the stair openings, reinstate the original floor structure and make good finishes
- Undertake stud and glazed partition removal works to demountable partitions installed in 2016/17.

### 6.2 Conservation Approach

The conservation approach that has been adopted by all consultants working on this project is as follows:

1. Minimum intervention: If possible leave historic fabric alone and do not interfere unless it is absolutely essential.
2. Maximum retention: Where intervention is required there should be the minimum loss of historic fabric, and modern fabric should be targeted wherever possible.
3. Research and inspection: Decisions regarding what will be altered and how must be based upon detailed inspection of the buildings and an informed understanding of its history, development and character based on research.
4. Materials: Wherever possible sympathetic materials and traditional methods of workmanship should be adopted for carrying out repairs.
5. Reversibility: Where possible any alterations should be reversible.
6. Workmanship character: the design of repairs should take note of original/historic patterns of workmanship, character and profile where possible.
7. Skills and trades: Only contractors, trades and craftsmen with the necessary experience and skills working with historic buildings will be permitted to undertake works.
8. Current defects and forward maintenance: The project aims to overcome a backlog of disrepair and defects, by improving the condition of the building fabric to a point where forward maintenance is at a manageable scale. It does not however negate the need for future maintenance.
9. Timing: the provision of scaffolding and access may guide decisions regarding the extent of what work is done now and where.

## 7 Heritage Impact Assessment – See Appendix B

This section provides a more detailed appraisal of those items of work that requires listed building consent. This appraisal constitutes, for each item of work, an explanation of the following:

1. The requirement for the works.
2. A statement regarding mitigation of any impact upon the heritage significance of the listed building.

Existing and proposed drawings and design information are contained within the planning application on the planning portal. The photographs referred to in the table below are contained within Appendix A.

### Heritage Impact Key:

High positive
Medium positive
Low positive
Neutral
Low adverse
Medium adverse
High adverse

## 8 Summary & Conclusion

### 8.1 Project Proposal

This Heritage Statement has been prepared in order to support the application for internal alterations to the property Academic House in Camden. The purpose of the project is to reinstate previous alterations in anticipation of the premises being relet to new occupiers.

### 8.2 Heritage Values of the Property

The buildings on this site have witnessed the changes brought to the London Borough of Camden due to the creation of railway and canal transport links, particularly the developments in the gin trade in Camden due to the W&A Gilbey. The buildings represent key parts of the Gilbey estate, with Building A constructed as the Gilbey Headquarters, and Building B originating as a gin distillery, later being converted into an extension to this headquarters.

Externally, the buildings which make up Academic House appear to have changed little since 1937 for Building A and 1960 for Building B. Key features include the angled Jamestown Road elevation, white rendered finish, original windows and roof lights of Building A, the size and location of the windows, concrete panels, and the continued "modernist-style" design to the Oval Road elevation of Building B, and the brick façade and windows of the Regent's Canal elevation.

Internally, whilst the building structure and layout are mostly intact, there is little in the way of original finishes left. Original finishes and features that do exist are mainly within Building A and include terrazzo flooring in the reception and to the stairs; handrail detail to the stairs; some original parquet flooring, which was conserved and extended as part of the 2017/18 works and some areas of timber panelling. The rest of the finishes are modern and have little heritage value. Within Building B there are no known architectural finishes or details aside from the external walls and windows.

Original mechanical and electrical services within Building A include the large air-conditioning plant located on the roof, which is no longer used; passive ventilation systems built into the building fabric; working goods lift; radiant heating system within the floor adjacent to the large Oval Road elevation window and cast iron radiators in some areas. A modern air conditioning installation and alterations to facilitate modern office occupation including floor boxes was installed in 2017/18 and is not considered to be of any architectural merit. The existing operational system and the surviving parts of the 1930s installation will be retained and no alterations are proposed as part of this application.

### 8.3 Impact of Works on Heritage Significance

No works are proposed to the external façade or roof of Buildings A or B and no works are proposed to the air conditioning installation and external plant and equipment. Internally, works to refurbish the office space are being undertaken to reverse alterations completed in 2017/18 including:

- Removal of the steel staircase, and associated fixtures and fittings installed in 2018 between the ground and second floors.
- Structural alterations and remedial works to close the stair openings, reinstate the original floor structure and make good finishes
- Undertake stud and glazed partition removal works to demountable partitions installed in 2018.

### 8.4 Conclusion

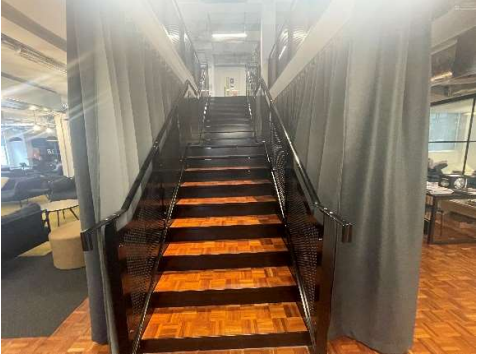
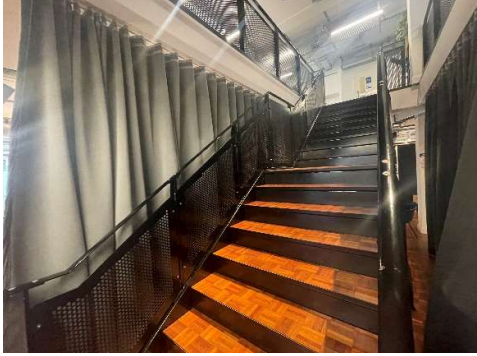




The project aims to reinstate previous sympathetic alterations order to enable future reletting of the premises to provide open plan office floors and to improve the working environment for employees. Whilst this work includes alteration to the building fabric, it involves reversal of previous alterations consented as part of the 2016 listed building and planning applications referenced previously.

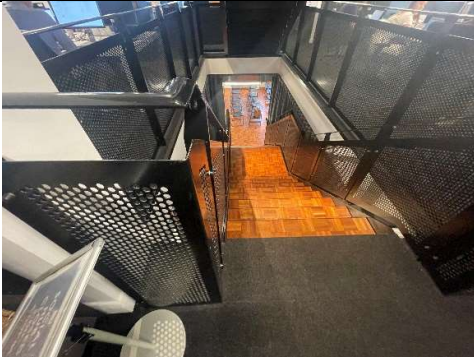
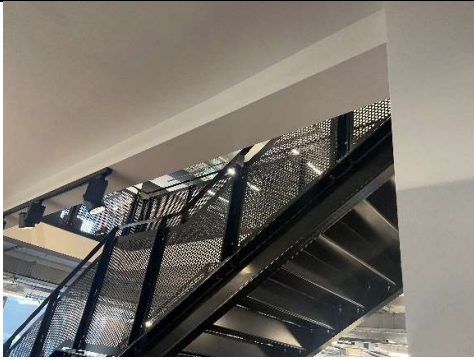
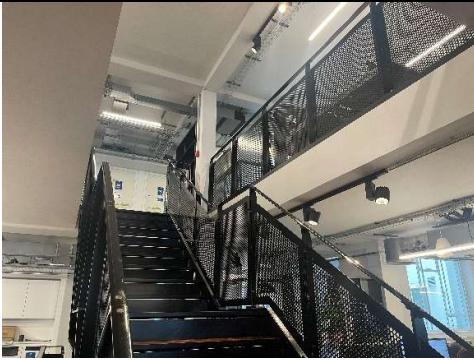

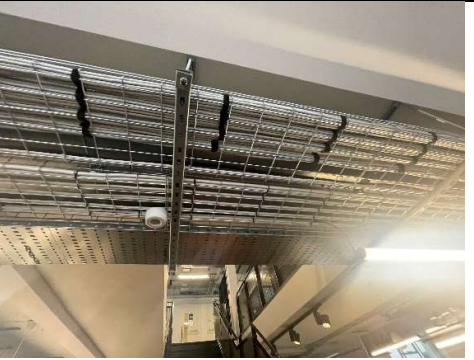
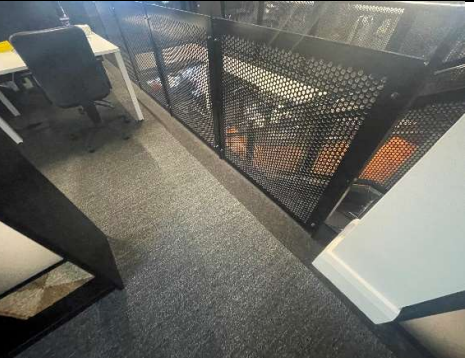
# Appendices

# Appendix A

## Academic House: Photographic Schedule



	
<p>01 – Ground floor to first floor stair case.</p>	<p>02 – Ground floor to first floor staircase, showing side walls of the opening.</p>
	
<p>03 – Rear view of the stairs from Ground floor to first floor.</p>	<p>04 – General overview of the office layout localised to the stairs at ground floor.</p>
	
<p>05 – Below view of the opening between ground floor and first floor.</p>	<p>06 – Overview of the ceiling layout at ground floor, showing services and signage etc.</p>

	
<p>07 – View of the stair flight from first floor to ground floor.</p>	<p>08 – Rear view of stair flight from first floor to second floor, showing the ceiling and balustrade.</p>
	
<p>09 – Front view of stair flight and opening between first floor and second floor.</p>	<p>10 – Glazed panels creating meeting rooms.</p>
	
<p>11 – Ceiling formation at ground floor.</p>	<p>12 – View of the balustrade stairs.</p>

**Appendix B**  
**Heritage Impact Assessment**

See separate document

## **Appendix C**

### **Architect's Journal Article: Gilbey House 1937**

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