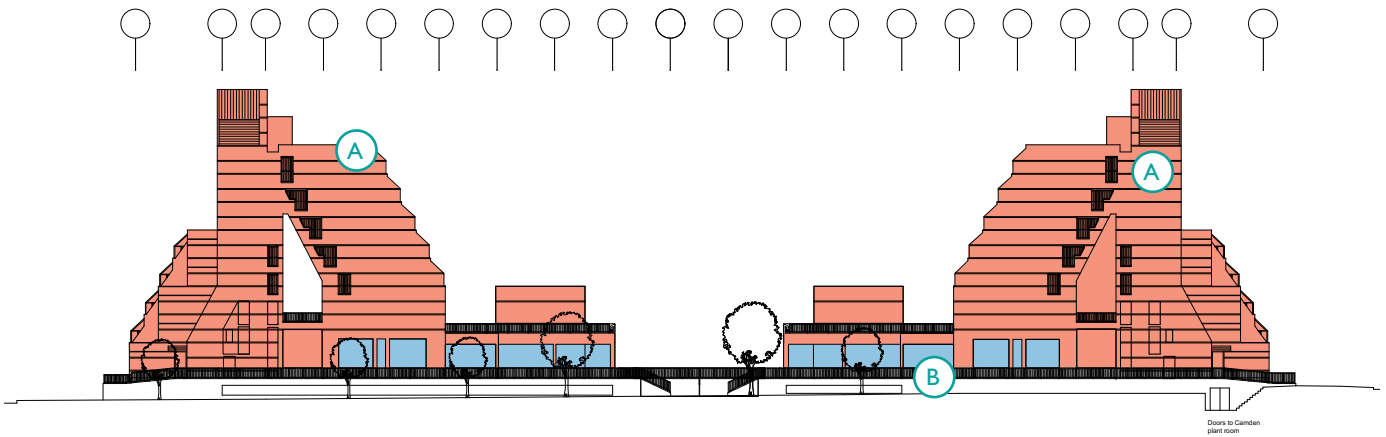
6.6 SIGNIFICANCE PLANS

NORTH AND SOUTH ELEVATION
SIGNIFICANCE

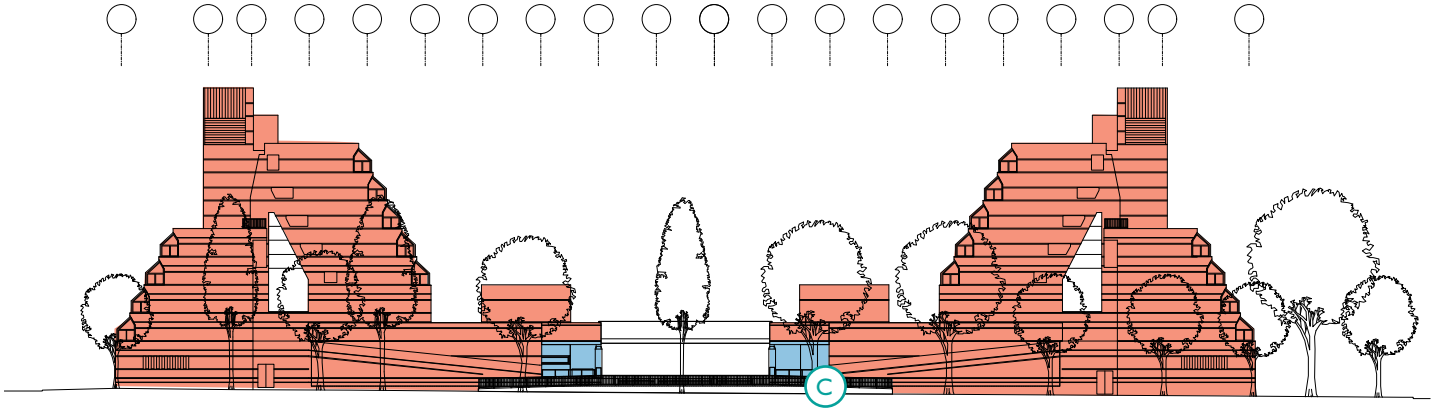
- High
- Medium
- Low
- Neutral
- Detrimental

A Overall massing and form of end elevation - High
B Glazing - Neutral
C Any new shop fit out and glazing - Neutral

This plan is not to scale



NORTH ELEVATION



SOUTH ELEVATION

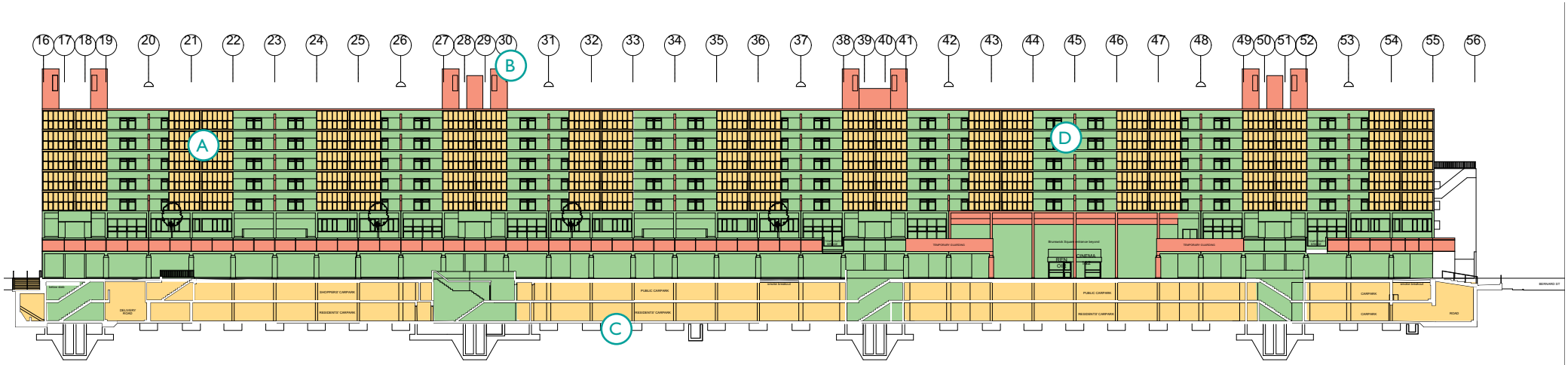
SIGNIFICANCE

BRUNSWICK CENTRE ELEVATIONAL
SIGNIFICANCE

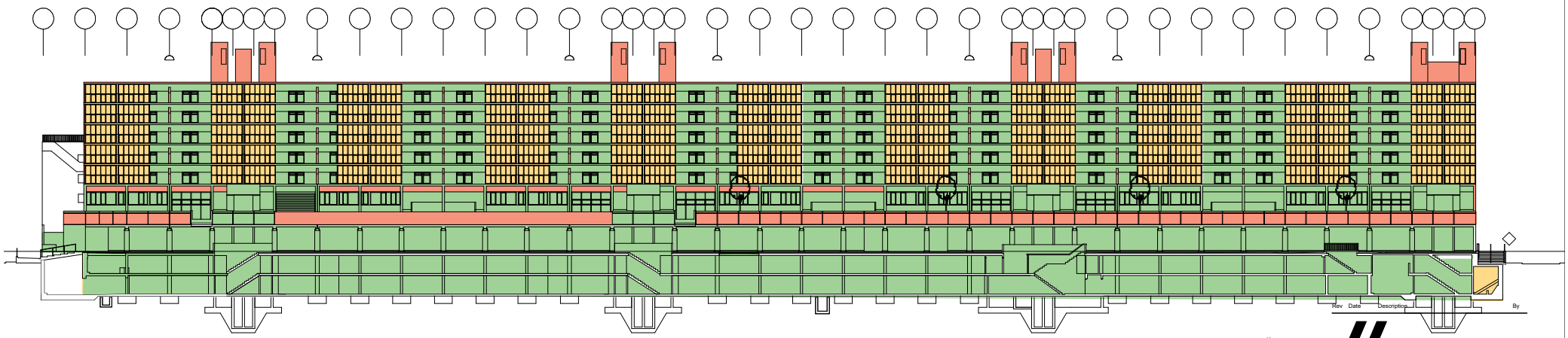
- High
- Medium
- Low
- Neutral
- Detrimental

This plan is not to scale

- A Conservatorys - Low
- B Key Components - High
- C Car Park Area - Low
- D Facades of Flats - Medium



SECTION THROUGH INTERNAL STREET - EAST
(BETWEEN GRID LINES K-L LOOKING EAST)



SECTION B

Key Plan

Rev Date Description By

AXIOM

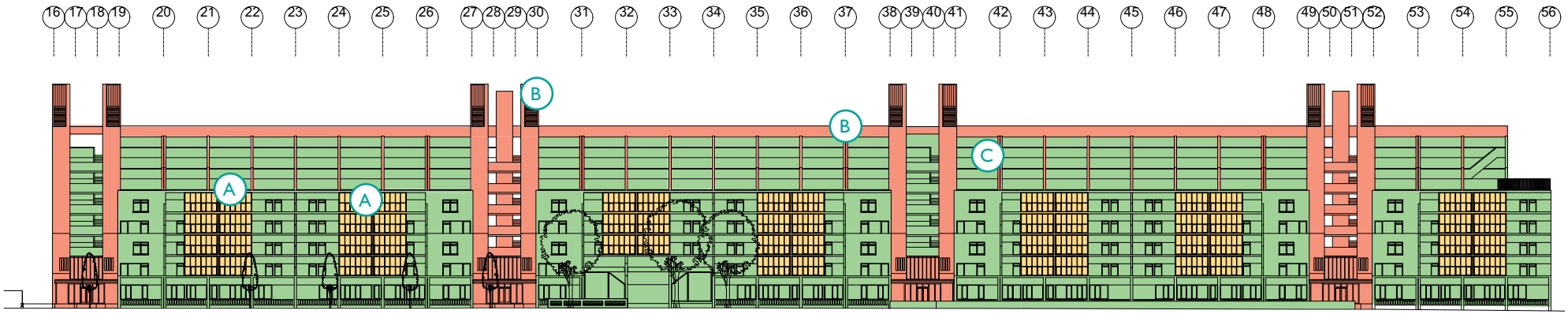
SIGNIFICANCE

BRUNSWICK CENTRE ELEVATIONAL SIGNIFICANCE

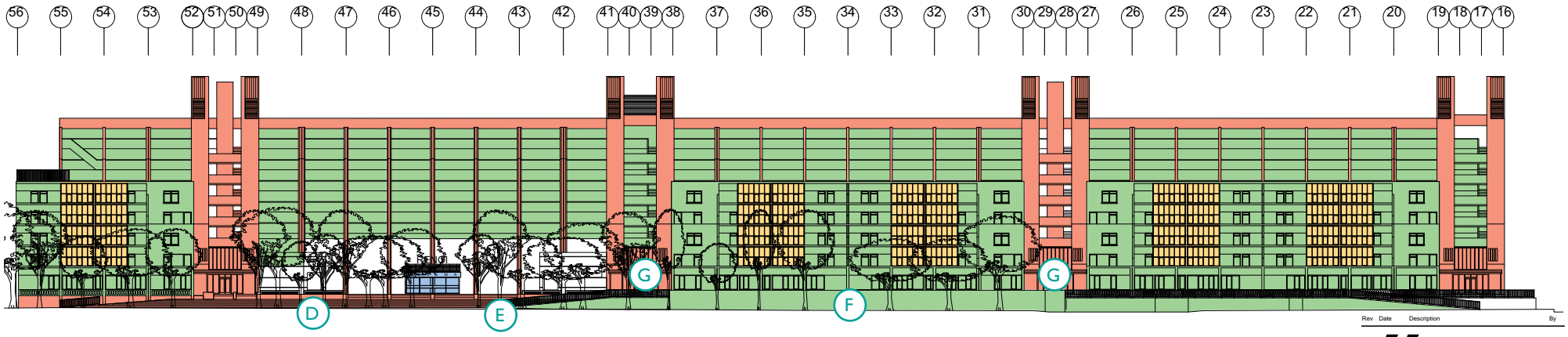
- High
- Medium
- Low
- Neutral
- Detrimental

- A Conservatorys - Low
- B Key Components - High
- C Concrete Walkways - Medium
- D Main Sheds and Landscaping - High
- E Renoir Cinema - Neutral
- F Concrete Walls - Medium
- G Entrances and Stairtowers - Medium

This plan is not to scale



WEST ELEVATION



EAST ELEVATION

Key Plan

Rev Date Description By

AXIOM

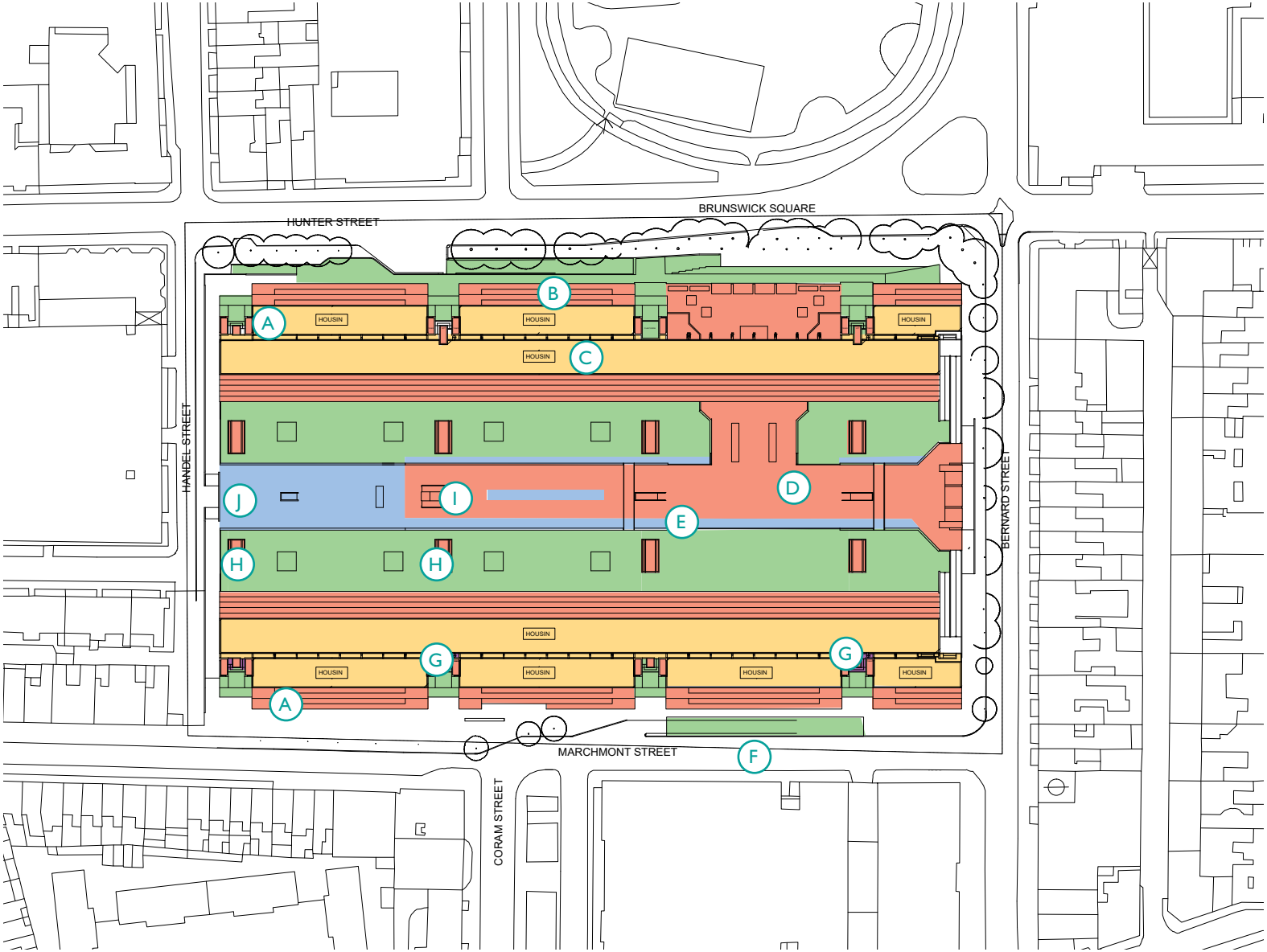
SIGNIFICANCE

BRUNSWICK CENTRE
SIGNIFICANCE

- High
- Medium
- Low
- Neutral
- Detrimental

A Terraces and facades - Medium
B External walls and terraces - Medium
C Roof tops - Neutral
D Main 'street' area - High
E Shops - Neutral
F Entrance ramps and walls - Medium
G Aerials and gantrys - Detrimental
H Concrete structures - High
I Water features and benches - Neutral
J Waitrose development - Neutral

This plan is not to scale



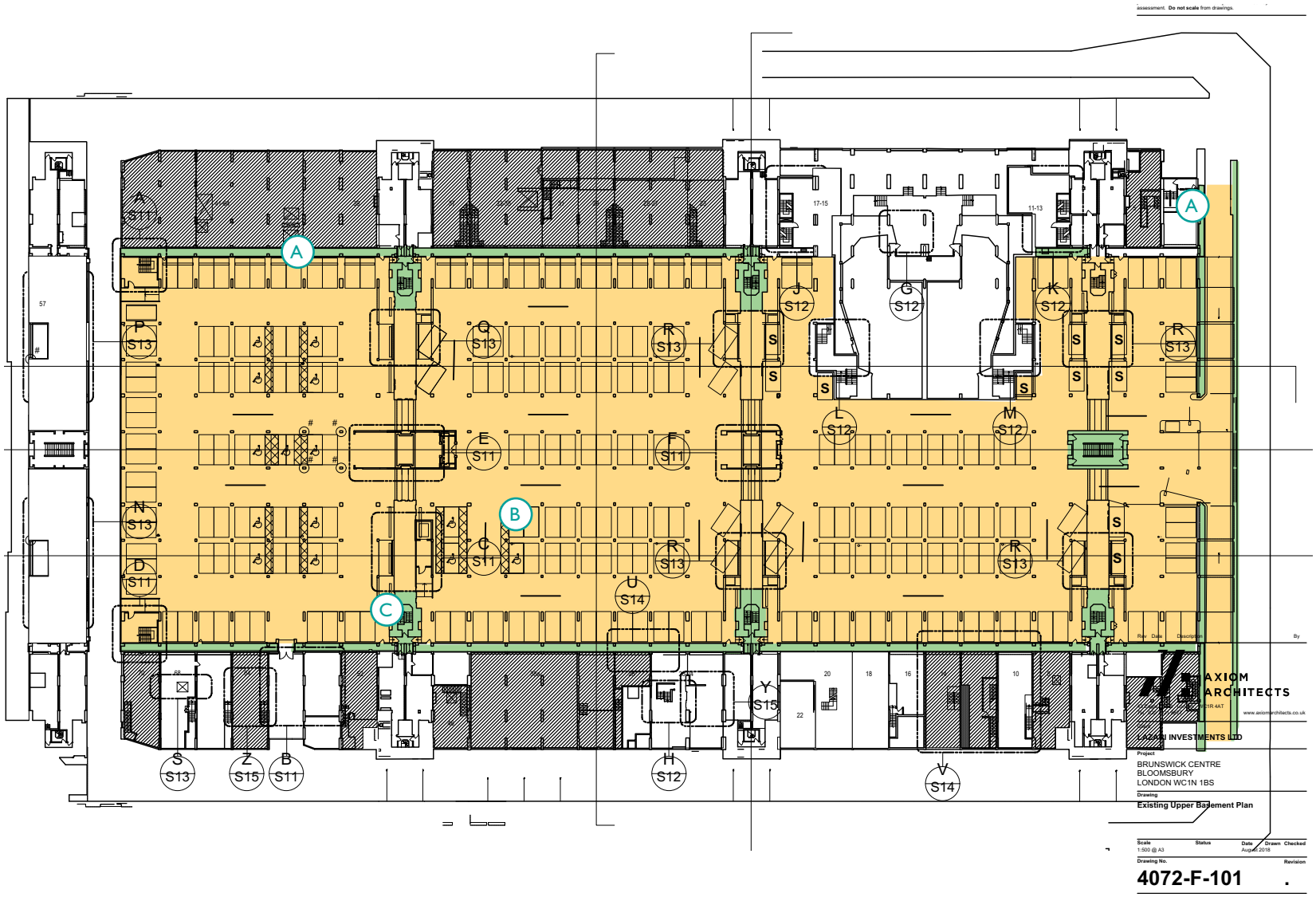
SIGNIFICANCE

UPPER BASEMENT
SIGNIFICANCE

- High
- Medium
- Low
- Neutral
- Detrimental

A Perimeter walls - Medium
B Plan form space - Low
C Circulation route, staircases - Medium

This plan is not to scale



assessment. **Do not scale** from drawings.

AXIOM ARCHITECTS

LAZARI INVESTMENTS LTD

Project
BRUNSWICK CENTRE
BLOOMSBURY
LONDON WC1N 1BS

Drawing
Existing Upper Basement Plan

Scale 1:500 @ A3 | Status | Date August 2018 | Drawn | Checked

Drawing No. **4072-F-101** | Revision .

SIGNIFICANCE

BRUNSWICK CENTRE

SIGNIFICANCE

- High
- Medium
- Low
- Neutral
- Detrimental

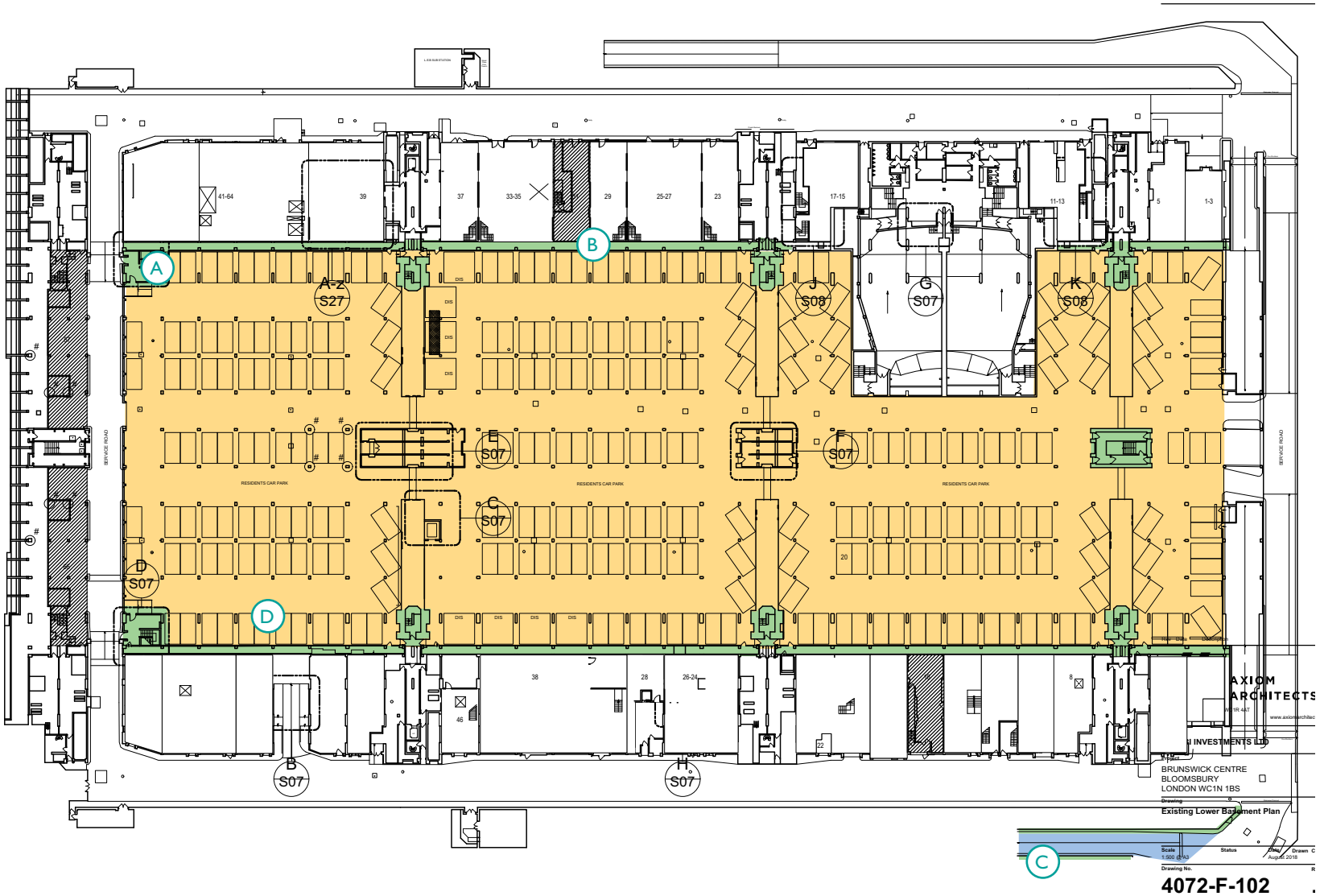
A Staircases - Medium

B Perimeter Walls - Medium

C Plan form of and walls of Ramps - Medium

D Plan form of car park space - Low

This plan is not to scale



SECTION 7.0
VIEWS ANALYSIS AND HERITAGE IMPACT ASSESSMENT

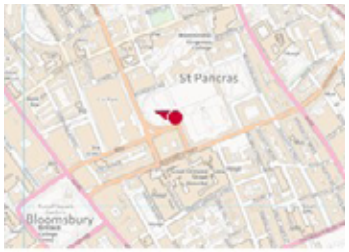
This section addresses the impact of all the changes proposed by the Proposed Development. Based on detailed significance assessment in line with the requirements of the NPPF, each of the elements of the scheme is assessed in turn for its impact on the listed building, the Bloomsbury Conservation Area and the identified nearby listed buildings.

The following criteria are used to assess the impacts of each element of the scheme:

High Beneficial:	The development considerably enhances the heritage values of the identified heritage assets, or the ability to appreciate those values.
Medium Beneficial:	The development enhances to a clearly discernible extent the heritage values of the heritage assets, or the ability to appreciate those values.
Low Beneficial:	The development enhances to a minor extent the heritage values of the heritage assets, or the ability to appreciate those values.
No Harm/ Neutral:	The development does not change the heritage values of the heritage assets, or the ability to appreciate those values.
Low Adverse:	The development erodes to a minor extent the heritage values of the heritage assets, or the ability to appreciate those values.
Medium Adverse:	The development erodes to a clearly discernible extent the heritage values of the heritage assets, or the ability to appreciate those values.
High Adverse:	The development substantially affects the heritage values of the heritage assets, or the ability to appreciate those values.

7.1 VIEWS ASSESSMENT

The following section assesses the impact of the proposals in the agreed key views of the site from within the conservation area. This section only addresses the proposals for the roof-top condensers as these are the only visible elements of the scheme from the surrounding streetscape. As noted in the Design and Access Statement from Axiom Architects, the location of the condensers has been carefully chosen to minimise impact on the listed building and the surrounding historic environment. Key long views looking north along the facades of the building on every side have therefore been protected by the careful locating of these new structures. Furthermore, it has been important for this element of the scheme to work within the grain of the listed building so the condensers have been placed in an area where they conform to the strong verticality of the building and minimise impact on the horizontal elements.



View 1A: Existing

View 1B: Proposed

View 1

Brunswick Square Gardens

Distance – Long

This view looking NW across Brunswick Square Gardens, views the Brunswick Centre as a near continuous backcloth to the gardens. The horizontality of the building is the predominant in this view and the vertical service towers are visible as elements that punctuate the strongly banded horizontal elements of the building. Due to the distance between the proposed location and this location, the condensers will not be seen and the service towers and the roofline of the Brunswick Centre will remain the dominant elements in the view. Seen from here, the impact of the condensers is considered neutral to the listed building, the conservation area in which it sits and the listed buildings nearby.

View 2A: Existing

View 2B: Proposed

View 2

Landscaped area at the junction of Bernard Street and Brunswick Square

Distance – Medium

This view looking northwards from the landscaped area at the junction allows for a near complete view of the eastern elevation of the Brunswick Centre. A series of mature trees front the broad pavement in front of the building and these partially obscure the elevation. However, the scale of the building means it is the dominant element of the view. The angle from here means the condensers themselves will be hidden in the view behind the vertical concrete fins atop the service towers. Consequently, the impact of the condensers on the listed building, the conservation area and the adjacent listed buildings is considered to be neutral.

View 3A: Existing

View 3B: Proposed

View 3

From Russell Street looking north through the Brunswick precinct

Distance – Medium

This view takes in the parallel ranges of the Brunswick Centre's inner elevation, which are comprised of horizontally composed runs of flats and balconies. In this view The condenser on the western side of the building will appear as a thin strip that breaks the roofline of the building but this is impact is minimal due to the scale of the building and the distance between the vantage point and the new condenser unit. Nevertheless, a degree of low adverse harm must be acknowledged to the listed building as a result of the change in the roofline. The impact on the conservation area is limited by the elevations not being seen from the external streets or public spaces around the Brunswick Centre.

View 4A: Existing

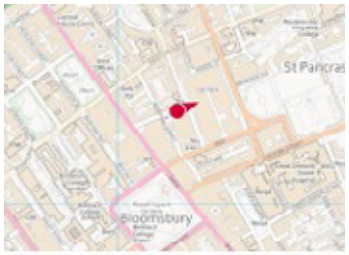
View 4B: Proposed

View 4

From Russell Square Station

Distance – Medium

This is one of the most important views of the Brunswick Centre from the public realm looking in any direction and takes in both the profile of the building and a long, uninterrupted view of the western façade. The vertical fins of the service towers are more prominent as part of the overall composition of the building in this view than in any other. In addition, it is arguably, due to it being from the entrance and exit to Russell Square tube station, the view of the building that is most common for most visitors to the area. The significance of this view of the building and the contribution it makes to the Bloomsbury Conservation Area are the primary reasons why the condensers have been so situated by the architects. Their location behind the towers will have little impact on the powerful overall composition of the building and so in this key view, have a neutral impact on the listed building and the conservation area.



View 5A: Existing

View 5B: Proposed

View 5

Coram Street

Distance – Medium

This view takes in a small section of the Brunswick Centre that is visible looking from Coram Street eastwards. It includes the vertical service towers as part of the townscape as adjacent buildings – particularly the Marquis of Cornwallis pub is part of the view. From here, at the junction with Herbrand Street, the condenser will be seen as part of the overall composition of the both the tower and the roofscape on this part of the building. Although this is a fairly isolated view, harm to the listed building and the conservation area must be acknowledged in this view and for the changes the condenser will make to the view of the listed building, that harm is considered to be low adverse.

View 6A: Existing

View 6B: Proposed

View 6

Looking Southeast down Marchmont Street

Distance – Near

This view takes in the western elevation of the western block of the Brunswick Centre looking southeast down Marchmont Street. It views the building obliquely and takes in the two service towers in the centre of the Brunswick collectively.
The condensers, as shown will appear as a small addition to the roofline at the base of the tower in the foreground and consequently there will be a degree of impact to the listed building in this view. As with the view the other way along the road from Russell Square, this is an important view and is the way many people experience the Brunswick Centre walking between King's Cross and Russell Square. The change is minimal in relation to the robust aesthetic and prominence of the listed building but nevertheless there is considered to be low adverse impact on the building and the conservation area.

View 7A: Existing

View 7B: Proposed

View 7

From Handel Street looking west

Distance – Near/Medium

This is one of the few vantage points from which the northern end of both blocks that comprise the Brunswick Centre can be appreciated. From here, the supermarket at the northern end of the shopping precinct is appreciable but is not as dominant as the large-scale end elevations of the Brunswick blocks on either side. From here the condensers are not visible on either side and so there is neutral impact on the experience of the listed building or the conservation area.

View 8A: Existing

View 8B: Proposed

View 8

From Brunswick Square looking northwest

Distance – Near

This view takes in the tower that the condenser will be located behind in a near view of the building from the street. The oblique angle of the view limits how much of the condenser unit will be seen behind the tower and from here it will be seen as a small, new element at the base of the southern vertical element of the tower. The bulk of the building and its powerful presence in the streetscape means this constitutes a minor change so the impact is considered to be low adverse to both the listed building and the conservation area.

7.2 VIEWS ASSESSMENT CONCLUSION

The condensers have been carefully cited to minimise impact on the Brunswick centre and its contribution to the Bloomsbury Conservation Area. On all elevations the building is a robust and powerful piece of architecture; its character relies on strong horizontal and vertical axes and concern for these elements has been paramount in the thinking behind where to position the new condenser units. The roof parapet and the setting back of the housings to the condensers on both sides of the building has further reduced the visibility of the new units from the public realm. In some views the units will be seen as minor additions at the base of the service towers on either side. The impact of these units on the listed building and the conservation area is minimal but overall some harm must be acknowledged to both. This harm is considered to be low adverse in heritage terms.

7.3 HERITAGE IMPACT ASSESSMENT

7.3.1 Introduction

This section of the document assesses the impact of all the proposals coming forward as part of the scheme to reactivate the underutilised two-story subterranean car park at the Brunswick Centre. The scheme proposes the adaptation of a proportion of the car park areas into a new hotel. The key development objectives are given in the Axiom Architects design and access statement which accompany this application and are also given here for ease of reference. The assessment uses the same criteria as the views assessment to categorise the impacts and gives a view of the overall impact of the entire scheme, including the condensers assessed in the views in Section 7.1.

7.3.2 Development objectives:

- The developer's objective is to repurpose part of the existing under-utilised subterranean car park to deliver a 207 key highly sustainable hotel, making better use of this Central London site.
- The proposals will respect and celebrate the integrity of the Grade II brutalist building with minimum intervention and improvement to the historic fabric based on a concrete survey of the areas of high significance.
- It will provide much needed visitor accommodation utilising innovative circadian lighting, which will ensure the accommodation is of a very high standard in terms of amenity.
- A spacious F&B offer will provide space for hotel guests and local residents alike.
- The new hotel will increase much needed footfall in and around the Brunswick Centre, helping to maintain and improve its vibrancy andvitality and to ensure its long-term future.

7.3.3 Heritage Objectives

As the development of the scheme has progressed, parallel discussions regarding potential heritage benefits to the listed building and the conservation area have taken place and been concluded. In consultation with Camden and other stakeholders, the scheme is bringing forward a specialist survey of the concrete at the Brunswick Centre that is confined to areas of high significance. This survey will outline defects and potential repairs on a traffic light system that will then be used to decide on a range of concrete repairs that will bring benefit to the listed building by enhancing its aesthetic and architectural values and providing a methodology for future repairs. This traffic light system will identify repairs to areas of high significance only. The scope of the repair package will be proportionally related to the heritage impact of the Proposed Development and agreed with Camden.

Camden confirmed with Purcell the area to be surveyed, based on significance on the 15th June 2023. Work on the survey commenced on the 26th June and is continuing. The survey is being carried out as per the below:

Condition Survey Report

The team will produce an overarching cover report setting out the survey methodology, a summary of the findings and strategic recommendations as to how to approach a programme of repairs at the Brunswick Centre. The written report will also offer the opportunity to highlight any other thematic issues and risks for consideration which may at this stage not relate directly to this scope but require action in the longer term.

Schedule of Defects and Repairs

Accompanying this, we will produce a schedule of repair which identifies the location, nature of the defect, repair recommendation, quantity and photographic reference. Each defect will also have a priority rating which may assist in informing the strategy and phasing of any future works. In addition, each defect will have a photographic record and will be cross referenced and mapped onto the elevations.

Survey Drawings and Photographic Record

A complete set of survey drawings will be produced identifying the defect locations as above and assist in understanding the distribution and variety of repair types. These will be accompanied by a full photographic record which will be produced as thumbnail references. Original image files can be made available on request. The drawings and photographic record will be made available to the LPA before the decision on planning is made.

7.3.4 Summary Findings

This heritage impact assessment addresses each of the component elements of the Proposed Development in turn and corresponds to the sequence in which they are presented in the design and access statement. It is the overriding conclusion of this assessment that the Proposed Development, in its entirety is at the lesser end of less than substantial harm in NPPF terms and that through the delivery of the survey outlined in 7.3.3, this harm is subject to NPPF 202 where the harm is weighed against any public benefits of the scheme. This benefit is primarily delivered in the form of the concrete repair survey as its conclusions and recommendations will lead directly to enhancements to the aesthetic and architectural values of the listed building and the conservation area.

There are also a range of other public benefits encapsulated in the scheme that have been developed as part of wider consultation with stakeholders and these include the fact that the scheme is a sensitive and sustainably designed one that respects the Brutalist architecture of the Brunswick Centre and repurposes part of the underutilised car park. The scheme proposes the installation of PV panels to contribute to the sustainable operation of the hotel. It increases employment opportunities for local residents and makes a financial contribution to improved public realm and facilities. Collectively, these aspects of the scheme all contribute to the public benefit.

7.3.5 Proposed Entrance Location

The new entrance into the subterranean hotel will be located within unit 38A on the southern side of the pedestrian walkway that links Marchmont Street to the internal precinct of the Brunswick Centre. This is currently a retail unit and so there will be little change in the use of the space as both a functional space and an active frontage. There are no material changes required to the structural fabric of the columns on either side of the frontage and as the façade to the unit is of later design the changes to it have neutral impact on the listed building.

7.3.6 Hotel Scheme

The hotel itself is to be located within the current envelope of the Brunswick Centre and will require the lowering of the slab that currently separates the two levels of car parking at basement and sub-basement levels. The lowering of the slab in sections will be impactful on the areas of low significance of the car parks and will result in alteration of the plan form of the listed building. In addition it will mean the loss of the extensive car parking facility that has defined the subterranean spaces since the Brunswick was completed. In the light of the changes in car ownership and use and the resultant loss of functionality of these spaces the original purpose of these areas has altered significantly.

The Brunswick Centre, as recorded in the history section in this document and in the Historic England list description itself, is important as a model of Post-War planning as well as architecture. The nature of megastructure design was to create a complete environment and that including traffic planning, parking, shopping, recreation and living. The alteration of this social function of the building was of paramount importance in the development of the scheme and so a number of important mitigating elements of the design have been incorporated. Firstly, it has been vital to retain at either end of the subterranean level, the legibility of the space as a car park. This has been achieved by keeping areas reserved for parking in the future and these reflect more accurately the current usage pattern of the building as regards residential and public parking.

Secondly, it has been important to keep legible the circulation routes from the public realm and the interior pedestrian routes as important spaces that indicate the purpose of the lower levels in the future. Lastly, the new scheme seeks to celebrate wherever possible, the exposed concrete character of the building by making visible the columns within the public areas of the new scheme. This will provide continuity of aesthetic and a visual reminder of the character of the building above ground, within the new hotel.

The overall impact of the changes required for the hotel will not be felt anywhere above ground and will only impact areas assessed and identified as being of low significance in the context of the listed building. There will be no impact on the conservation area from this element of the scheme.

Lowering the slab and alteration of plan form

To suit the requirements of a subterranean hotel it is proposed that the slab between the two levels of car parking is cut and lowered to form a new floor level. This proposal will have a considerable physical impact on the fabric of the listed building in these areas of low significance and will change the plan form of the car parks in the impacted areas. This alteration will predominantly impact the legibility of the car parks as historic spaces that evidence the Post-War planning preoccupation of traffic and pedestrian segregation. Although this aspect of the Brunswick Centre's history has been altered by the changing nature of car use at the site, it remains an important feature of the building.

The predominant mitigation for this within the new plan is, as mentioned, to keep elements of the current circulatory arrangement and areas of parking intact. In addition to this and as the key element of the impacts to the listed building, the changes in the car parks will be offset by the public benefits, including heritage benefits, referred to in paragraph 7.3.3 and 7.3.4.

The benefit of the condition survey will come in the form of the recommendations and conclusions it makes about the repairs to the most visible aspects of the Brunswick Centre above ground. The efforts of the survey will focus on the highly significant elements of the building - those that are most seen and most appreciated from the public realm. The survey is a vital step in enhancing an understanding of the kinds of defects the concrete has and identifying where repairs will best enhance the listed building. This work, which has already begun, is presented as a tangible heritage benefit to the listed building and the conservation area.

The plan form changes to the car parks are considered to be low adverse in impact.

7.3.7 Condenser Units

The impact of the condenser units on the listed building and the conservation area are dealt within the previous section. Their impact within the context of the wider scheme is considered to be low adverse for the small number of views in which part of the structures will be visible from the public realm.

7.3.8 Solar Panels

As detailed in the Design and Access Statement, the solar panels on the roof will not be visible from anywhere on the building or the public realm surrounding the building. They will sit behind the parapet walls on both blocks and will not impact the listed building. Their addition to the roofscape is beneficial against wider planning policy for climate change mitigation and resilience but there is neutral heritage impact from their inclusion in the scheme.

7.3.9 Heritage Impact Conclusion

It is the overall conclusion of this statement that the elements of the scheme here assessed constitute less than substantial harm to the listed building in NPPF terms. The elements that are visible from the public realm have a minimal impact on the listed building and its wider heritage context but low adverse impact must be acknowledged from the new condenser units to both the listed building and the conservation area. To the car park levels, harm to the plan form and architectural concept of the building is acknowledged that is also low adverse.

This harm is subject to the NPPF tests for mitigation and public benefit and the harm identified in the scheme has been addressed in those terms through the provision of a specialised concrete survey of the areas of high significance as well as the other public benefits set out in the summary. These include the PV panels, financial contributions to the public realm and the repurposing of a currently underused space at the Brunswick. The condition survey is the most vital component of a staged series of works that will address defects and areas of spalling in the concrete at the Brunswick and improve and enhance the appearance of the listed building. It is considered that the survey in of itself, is a proportionate heritage response and that alongside the other public benefits of the scheme set out in the planning statement it provides the necessary public benefit to satisfy the NPPF tests. However, the mitigation will go beyond the survey and provide further benefit through the delivery of an agreed scope of future specialist repairs and the setting up of an agreed methodology for those.

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APPENDIX A
LIST DESCRIPTION

BRUNSWICK SQUARE (West side) 1-187a O'Donnell Court, 1-212a Foundling Court, Renoir Cinema, shops (The Brunswick Centre), basement car park, and attached ramps, steps and studios

GV II

Two linked blocks of 560 flats, incorporating rows of shops at raised ground level over basement car -parking on two levels, with attached workshops, ramps and steps. 1967-72 by Patrick Hodgkinson for Marchmont Properties and LB Camden, completed by L Brian Ingram and T P Bennett and Partners. The first scheme prepared 1960-3 with Sir Leslie Martin, subsequent scheme developed 1963-5 by Hodgkinson, and modified 1966-8, assisted by F D A Levitt, A Richardson, D Campbell and P Myers. Engineers McAlpine Design Group, and Robert McAlpine and Sons were the builders. Reinforced concrete, some now painted as was always intended, glazed roofs to part of each flat, otherwise roofs are flat. Flat roofs over shops form terraces serving the flats, on which are placed small 'professional studios'.

Complex megastructure of two 'A-framed' blocks, O'Donnell Court and Foundling Court, linked by a raised podium containing shops and a cinema and set over a basement car park on two levels. The outer or perimeter range of five storeys, the inner or main range of eight storeys. Most of the flats on the upper floors have one or two bedrooms, with some studios at the ends, all with glazed living room extending on to balcony, which form a stepped profile down the side of the building. One larger flat and further small flats on the lower floors of the perimeter blocks. The raised ground floor is occupied by a shopping mall, whose projecting form forms two terraces above, linked by a bridge in the early 1990s when steps from the mall were blocked. The professional chambers, intended for functions such as doctor's surgeries, are now leased as offices and workshops. Cinema facing Brunswick Square descends two levels into basement; was originally one screen, but has been subsequently simply subdivided. Basement on two levels has car parking.

The elevations are determined by the plan, with metal windows, and metal balustrading to concrete balconies. Mullions to concealed basement ventilation. Regularly spaced lift-shafts, staircases and ventilator towers reminiscent of Antonio Sant'Elia's scheme of 1914 for Milan Railway Station; there are comparisons too in the formal entrance to the shopping mall opposite Brunswick Square, where the framework of the structure is left open save for the cinema, largely glazed and with glazed doors, sentinel at its entrance. The flats are now entered via modern security doors and the internal 'A'-frame structure is exposed and makes an extremely powerful composition along the landings serving the flats. The internal finishes of the flats, shops and cinema have been inspected, and are not of special interest.

The Brunswick Centre is the pioneering example of a megastructure in England: of a scheme which combines several functions of equal importance within a single framework. It is also the pioneering example of low-rise, high-density housing, a field in which Britain was extremely influential on this scale. The scheme grew out of a theoretical project by Hodgkinson with Sir Leslie Martin for West Kentish Town (St Pancras MB), and his own student work of 1953. This, however, was for a mat of largely four-storied maisonettes using a cross-over or scissor plan, while in section the Brunswick Centre more closely resembled Harvey Court, designed for Gonville and Caius College, Cambridge, in 1957, a design largely developed by Hodgkinson working with Martin and Colin St John Wilson. Brunswick developed the concept of the stepped section on a large scale and for a range of facilities, whose formality was pioneering. It forms an interesting group of reference with Sir Denys Lasdun and Partners' University of East Anglia (desigend 1962-3) and Darbourne and Darke's Lillington Gardens, Westminster (designed 1961). More directly, the housing part of the scheme was taken over in 1965 by LB Camden, and Hodgkinson liaised with the Chief Architect, S A G Cook. His influence on the young architects working for Cook was profound, and can be seen in schemes by Neave Brown, Benson and Forsyth and others built across the borough in the 1970s - and which in their turn were celebrated and imitated on a smaller scale elsewhere. The most celebrated of these schemes is Alexandra Road by Neave Brown, of 1972-8 and listed grade II*, which repeats the use of concrete and the stepped building profile, but achieves greater formality by concentrating solely on the provision of housing, set in a crescent.