



kanda

The Brunswick Centre

Statement of Community Involvement

July 2023



Contents:

1. Executive Summary	P.3
2. Consultation process and stakeholder engagement	P.6
3. Approach to Consultation	P.7
4. Feedback – First Round of Consultation	P.13
5. Feedback – Second Round of Consultation	P.21
6. Applicant's Response to Feedback	P.29
7. Next Steps	P.32
8. Conclusion	P.33

Appendices:

Appendix A: Newsletter – First Stage of Consultation	P.34
Appendix B: Distribution Area – First Stage of Consultation	P.36
Appendix C: Consultation Website	P.37
Appendix D: Exhibition Boards – First Stage of Consultation	P.49
Appendix E: Online Feedback Form – First Stage of Consultation	P.62
Appendix F: Newsletter – Second Stage of Consultation	P.69
Appendix G: Distribution Area – Second Stage of Consultation	P.71
Appendix H: Exhibition Boards – Second Stage of Consultation	P.72
Appendix I: Online Feedback Form – Second Stage of Consultation	P.87
Appendix J: TRA Meeting Presentation – Second Stage of Consultation	P.97

1.0: Executive Summary

1.1 This Statement of Community Involvement (SCI) has been prepared by Kanda Consulting (Kanda) on behalf of Lazari Properties 2 Limited (**hereinafter referred to as 'the Applicant'**) in support of an application for Full Planning Permission and Listed Building Consent for the change of use, and conversion, of part of the two-storey car park space beneath The Brunswick Centre (**hereinafter referred to as 'the Site'**) to a hotel.

1.2 An application for full planning permission is being submitted for the following development:

“Change of use of existing car parking at lower ground floor to hotel use, change of use of retail unit to ancillary hotel entrance at ground floor level, alterations to the lower ground floor slab, installation of plant at roof and lower ground floor levels, installation of PV panels at roof level, and associated works.”

Listed Building Consent is sought for:

“Installation of wall and fit-out relating to proposed hotel use at lower ground and ground floor level, alterations to the lower ground floor slab, strengthening of structural columns, installation of plant at roof and lower ground floor level, installation of PV panels at roof level, and associated works.”

1.3 In January 2023, the Applicant appointed Kanda Consulting, a specialist public affairs and consultation company, to undertake a wide-ranging and comprehensive stakeholder engagement and consultation exercise in support of this planning application.

1.4 Kanda's brief was to develop and implement a strategy of engagement with the local community, key political stakeholders, and representatives in the area for the purpose of receiving feedback on the proposals.

1.5 The consultation process was carried out in conjunction with pre-application meetings with Camden Council. The details of these pre-application meetings are included in section 4 of the Planning Statement and the Design and Access Statement that both accompany this application.

1.6 The public consultation process has taken place across two phases and included a comprehensive programme of engagement which encompassed local, political and community stakeholders, as well as a wider consultation with the local community in and around the site, including neighbouring residents, businesses, and other occupiers.

1.7 The first phase of wider consultation took place between the 15th March – 9th April 2023 and included:

- 3 on-site meetings with representatives from 7 stakeholder groups
- A dedicated consultation website www.thebrunswickcentreconsultation.com and a virtual exhibition presenting the emerging ideas for the Site, allowing consultees to provide their views on the proposals, which was visited 96 times during this first phase of consultation.
- A designed newsletter (Appendix A) was distributed to 2,017 addresses (Appendix B) around the site on the 15th of March to raise awareness of the proposals and to invite residents and workers to attend the in-person exhibitions.
- A further newsletter was sent via email to 7 local representatives and stakeholders inviting them to attend an in-person briefing with the project team.

- 2 in-person public exhibitions attended by 88 residents, visitors, and workers across the two sessions.
- 16 consultees chose to provide their feedback on the emerging proposals for the site through physical feedback forms and via the online Typeform survey.

1.8 Feedback during this first period of consultation was broadly positive, with half of the respondents recognising that the car park space in its current form does little to contribute to the Site and could be better utilised although some residents did raise concerns about the loss of car parking. Some respondents also raised concerns about the impact of construction and how this would be managed to minimise disruption, particularly for residents. The benefits of the scheme, particularly the creation of new jobs for the local community, were well received by respondents.

1.9 The second phase of wider public consultation took place between the 30th May – 27th June 2023, outlining the detailed proposals for the site and what we heard through the first phase of consultation, and included:

- A further round of 4 on-site and 1 online meeting meetings with representatives from 9 stakeholder groups
- A second designed newsletter (Appendix F) distributed to 2,017 addresses around the site on the 30th of May inviting residents and stakeholders to the public exhibition to see how the scheme had evolved since the initial round of consultation and to provide their feedback.
- A further letter was sent via email to 27 local representatives and stakeholders, including those from the first stage of consultation and those identified through discussions with Camden Council, inviting them to see how the scheme has progressed since the first phase of consultation.
- A briefing with the Brunswick TRA providing an overview of the scheme and the public benefits for local residents (Presentation in Appendix I).
- 2 in-person public exhibitions, attended by 44 residents, visitors, and workers across the two sessions.
- 11 consultees provided their feedback through physical feedback forms and via the online Typeform survey.

1.10 Respondees noted that the ‘hub’ hotel would be a good use of the car park and welcomed the environmental credentials of the plans, including enhancing the buildings’ sustainability credentials and retaining the existing slab during construction to minimise the release of embodied carbon as well as disruption to residents.

1.11 Some consultees, however, continued to express concerns regarding the reduction of car parking spaces as a result of the proposals, stating concerns that there may not be any spaces remaining for residents or their deliveries. The Applicant has clarified in response that the proposals will retain a number of parking spaces and discussions with Camden Council are ongoing regarding the potential purchase and quantity of residential parking spaces.

1.12 The planned reduction of parking spaces to facilitate the hotel also aligns with the London Plan aspirations and the Camden Local Plan which seek to reduce car parking provision and promote sustainable transport solutions.

1.13 In total, across the two phases of consultation and engagement there have been:



- 7 on-site and 1 online meeting with representatives from a total of 9 stakeholder groups
- 4 in-person public exhibitions for members of the local community attended by a total of 132 people.
- A dedicated consultation website which has been live throughout both phases of engagement and has been visited by 238 users times since its launch on March 17th, 2023.
- 4,034 designed newsletters distributed to the neighbouring properties and the wider local community.

1.14 The feedback received throughout the consultation process has focused on the following key themes:

- Construction management
- Car parking both during and post-construction
- Anti-social behaviour management
- Air quality
- Noise mitigation measures

1.15 Throughout the consultation process, Kanda supplied and managed a dedicated phone number 020 3900 3676 and email address TheBrunswickCentre@KandaConsulting.co.uk, providing further information to residents, businesses and stakeholders on request.

1.16 The Applicant remains committed to engaging with the local community and stakeholders through the application process and thereafter following the grant of planning permission and listed building consent.

1.17 A summary of the consultation process can be found in section 2.

2.0: Consultation Process and Stakeholder Engagement

2.1 The Applicant has sought to engage with ward members, key stakeholders, neighbours, and the local community to help shape the future of the Site ahead of the submission of a planning application and listed building consent.

Consultation overview

2.2 The Applicant's approach to consultation has been developed in conjunction with pre-application meetings with officers from Camden Council prior to commencing a first phase of wider public consultation from the 15th March to the 9th April 2023. The Applicant then collected feedback from this first phase of consultation to help inform and shape their detailed proposals for the Site which were then presented in the second phase of consultation from the 30th May to the 27th June 2023.

2.3 The objective of the consultation process was to engage with key local stakeholders, residents and businesses who may have an interest in the Site and the proposals to help shape the detailed plans, and public benefits and to raise awareness of the proposed development, prior to finalising the design of the proposals and submitting a planning application to Camden Council.

2.4 As part of this approach the Applicant met with two Bloomsbury ward members and seven local amenity societies during the first phase of consultation along with a newsletter (Appendices A and E) distributed to 2,017 addresses to promote the wider phases of public engagement. These letters were distributed on the 15th March and 30th May respectively.

2.5 The consultation website was updated across both stages of the public consultation, to respond to the feedback received during the first phase of consultation.

2.6 A detailed breakdown of the consultation process can be found in Section 3 below.

3.0 Approach to Consultation

3.1 The Applicant's first phase of engagement commenced in March 2023 and included initial discussions with key stakeholders and immediate neighbours. The purpose of these meetings was to introduce the project team, outline observations and issues with the Site, the emerging strategy in terms of its potential use and benefits and seek feedback to help to shape the emerging ideas.

3.2 On the 27th of March the Applicant wrote to 7 local stakeholders and representatives offering a briefing to outline the emerging vision for the site and seek their feedback ahead of commencing the first phase of wider public consultation, whilst also encouraging them to get in touch with the project team should they have any further questions and to organise a follow-up briefing if required.

These stakeholders included:

- The Bloomsbury Ward elected members
- The Brunswick Tenants and Residents' Association
- the Bloomsbury Conservation Areas Advisory Committee
- The Brunswick Leaseholders Association
- The Kings Cross Brunswick Neighbourhood Association
- The Bloomsbury Association

3.3 A summary of the briefings that took place and the topics discussed can be viewed in the table below.

Date	Stakeholders	Topics
14.03.23	Site meeting with representatives of: <ul style="list-style-type: none"> • Bloomsbury Association • Bloomsbury Safer Neighbourhood Panel • Kings Cross Brunswick Neighbourhood Association • Bloomsbury Residents Action Group 	<ul style="list-style-type: none"> - Issues previously experienced with other underground hotels nearby - How the hotel will be serviced - How many car parking spaces will be retained - Where the plant equipment will be and what the impact of this will be - Where the entrance to the hotel will be - Disability access and evacuation - Balance of businesses at the Brunswick and how the hotel could support them - Heritage benefits of the scheme - Environmental performance of the building - The underutilisation of the car park - The lowering of the slab - Sustainable transport
24.03.23	Site visit with representatives of <ul style="list-style-type: none"> • Brunswick Tenants and Residents Association 	<ul style="list-style-type: none"> - How the construction of the hotel will impact residents of The Brunswick Centre - How the construction of the hotel will be managed. - The methodology of lowering the slab - The location of the entrance to the hotel.

	<ul style="list-style-type: none"> Brunswick Leaseholders Association 	<ul style="list-style-type: none"> How the current car park is underutilised, and how many parking spaces will be retained and resident parking allocated within this number. How the hotel could support existing businesses at The Brunswick Centre through an increase in footfall How the hotel will be operated and serviced Where the plant will be and what the impact of this will be How the scheme could benefit The Brunswick Centre from a heritage perspective
04.05.23	Site visit with representatives of 20 th Century Society	<ul style="list-style-type: none"> An overview of The Brunswick Centre from a heritage perspective An overview of the scheme How circadian lights work and whether any intervention at plaza level is required Whether column strengthening would have any visual impact Number and location of external condensers Heritage benefits to The Brunswick Centre Project timeline A request for a site visit and the sharing of slides and verified views.

3.4 To promote wide public consultation a newsletter (Appendix A) was distributed to 2,017 addresses, as identified through London Letterbox Communications, a targeted delivery and mapping platform, on the 15th of March (See Appendix B for a copy of the distribution area). The newsletter sought to raise awareness of the emerging ideas for the site and invite the local community to two in-person exhibitions. The newsletter included a QR code which was linked to the bespoke consultation website allowing visitors to view the proposals for the Site in greater detail and provide feedback via an embedded online Typeform Survey.

3.5 Visitors to the dedicated consultation website thebrunswickcentreconsultation.com (Appendix D) were presented with the following information.

- Welcome – introducing the emerging proposals for the Site and providing a brief overview of the project team.
- The Site – giving a brief history of the Site and the issues it faces today.
- Our Vision – **outlining the Applicant's** emerging proposals for the Site.
- Join the conversation – displaying the Applicant's emerging proposals for the Site via a virtual exhibition.
- Circadian lighting – outlining how the proposed hotel rooms and lobby will be lit throughout the hotel using innovative circadian lighting sourced from Finland.
- Sustainability – **outlining the Applicant's sustainability aspirations** for the Site.
- Hotel Management – providing in-depth **detail from the Site's** proposed end operator (Whitbread PLC) on how the hotel will be managed including information on staff training and management of the ground floor.
- Construction Management – providing further information on how the construction process will be managed to minimise disruption to local residents.
- Transport and Servicing – outlining how the Site will be serviced through the construction process and during the hotel's hours of operation.

3.6 The consultation website was visited a total of 120 times during this phase of consultation.

3.7 The public exhibitions were held on the 29th March from 4pm-7pm and the 1st April from 11am-2pm at Unit 22 of The Brunswick Centre. To ensure consultees were able to provide feedback on the proposals, a physical feedback form was available alongside a QR code linking to an online survey providing consultees with the opportunity to provide feedback at their own convenience. Additionally, a link to the project website was included on both the boards and feedback forms.

3.8 Members of the public who viewed the exhibition boards (Appendix C) were presented with the following information:

- Welcome – introducing the emerging proposals for the Site and providing a brief overview of the project team
- Meet the Team – introducing the project team and their credentials.
- The Site – giving a brief history of the Site and the issues it faces.
- Our Vision – outlining the Applicant's emerging proposals for the Site.
- Our Vision – providing two full-bleed diagrams of the proposed area of intervention into the car park and a cross-section of the proposals in the context of the Site.
- Our Vision – displaying diagrams of the proposed layout of the hotel.
- Circadian lighting – outlining how the proposed hotel rooms and lobby will be lit throughout the hotel using innovative circadian lighting sourced from Finland.
- Circadian lighting – providing a brief description of how the circadian lighting would work in practice, with precedent images of the lighting in operation.
- Sustainability – outlining the Applicant's sustainability aspirations for the Site.
- Hotel Management – providing in-depth detail from the Site's proposed end operator (Whitbread PLC) on how the hotel will be managed including information on staff training and management of the ground floor.
- Construction Management – providing further information on how the construction process will be managed to minimise disruption for local residents.
- Transport and servicing – outlining how the Site will be serviced through the construction process and during the hotel's hours of operation.
- Next Steps – outlining the next steps of the process and allowing people to provide their feedback by scanning a QR code linked to the online survey.

3.9 A total of 88 people attended the public exhibitions over the two days.

3.10 An advertised telephone number (0203 900 3676) and a dedicated email address TheBrunswickCentre@KandaConsulting.co.uk were provided and managed by Kanda to supply further information to residents, businesses and stakeholders on request as well as to answer any questions they may have.

Second Phase of Consultation

3.11 The Applicant's approach to this phase of wider public consultation saw an additional newsletter (Appendix E) distributed to 2,017 addresses (See Appendix F for a copy of the distribution area) as identified through London Letterbox Communications, a targeted delivery and mapping platform, on the 30th May. The newsletter sought to raise awareness of the detailed proposals for the Site and to seek feedback from the local community. As part of this approach, a QR code was provided on the back of the newsletter, linked to the online survey for consultees to provide their feedback on the proposals.

3.12 Emails were also sent to 31 local representatives and stakeholders to inform them of the further phase of consultation, including those consulted during the first phase of engagement and others identified during discussions with Camden Council.

3.13 A summary of the stakeholder meetings held during this phase of consultation can be viewed in the table below:

Date	Stakeholders	Topics
24.05.23	Online meeting with representatives from the Bloomsbury Safer Neighbourhood Team.	<ul style="list-style-type: none"> - An overview of the scheme. - The area being currently underutilised which creates issues. - The entrance to the car park. - CCTV at The Brunswick Centre & at the proposed hotel. - The target clientele for the proposed hotel. - The concern around pickpocketing and crime targeted at tourists. - The importance of a visual connection between the entrance lobby and check in area.
31.05.23	<p>A meeting on site with representatives of:</p> <ul style="list-style-type: none"> • The Brunswick Tenants and Residents Association, including representatives of: <ul style="list-style-type: none"> ○ Brunswick Leaseholders Association ○ Kings Cross Brunswick Neighbourhood Association 	<ul style="list-style-type: none"> - How residents can access the car park and will hotel guests be able to access residential areas of the centre. - The level of retained spaces for tenants and location of residential disabled parking spaces. - Length of construction period and impact of construction on homes. - How construction will be managed to mitigate impacts on residents, in particular air pollution. How to engage residents in the construction management process. - Traffic management during the construction process. - How contractors will access the site and how this will be monitored. - How residents will be kept informed regarding construction throughout the lifetime of the project. - Construction timeline. - How utilities will be managed and where plant equipment will be located. - The location of the entrance to the hotel. - Potential nuisance from hotel guests. - How the slab will be lowered and what the timeline for this will be. - Where plant equipment will be located and how the impact of plant equipment (particularly noise) can be minimised for residents. - How utilities will be integrated into the scheme. - How trees at The Brunswick Centre will be retained and impacted by the scheme. - How guests will arrive at the hotel and the nature of the hotel business. - How the scheme can contribute positively to the residents of The Brunswick Centre.
06.06.23	Site visit with representatives of 20 th Century Society	<ul style="list-style-type: none"> - The areas of The Brunswick Centre that will be impacted by the scheme. - How the scheme will be lit and how the space will be created for the scheme by the lowering of the slab. - Whether there are any external changes to the fabric of The Brunswick Centre. - Where plant will be located and how visible this would be.

		- The condition of the concrete at The Brunswick Centre.
12.06.23	<p>Site visit with representatives of:</p> <ul style="list-style-type: none"> • Bloomsbury Association • Charlotte Street Association • Bloomsbury Residents Action Group • Bloomsbury Safer Neighbourhood Panel. 	<ul style="list-style-type: none"> - How the scheme was initiated, who will operate the proposed hotel and on what basis. - How additional footfall will impact on The Brunswick Centre. - How people will access the proposed hotel from the proposed retail unit entrance. - How the entrance will cope with the volumes of guests arriving at the proposed hotel. - How the subterranean hotel will be lit. - How the proposed hotel would be evacuated in the case of emergency. - How the columns of the building will be strengthened to accommodate the lowering of the slab. - How the design of the hotel will reference the architectural heritage of The Brunswick Centre. - How the lowering of the slab will be done and how this will benefit the construction of the proposed hotel in terms of minimising the release or use of embodied carbon. - How plant equipment will be housed and where this will be located.
12.06.23	The Applicant conducted a further meeting with the TRA on-site to discuss the main themes that emerged following the wider consultation.	<ul style="list-style-type: none"> - Air Pollution: Can we have air pollution monitors? - Smoke Venting: Where will smoke vents be? - Air Source Heat Pumps (Noise/Connection) - Solar Panels: How many will there be? Will they be visible? How will the energy from them be used? - Traffic Management Plan - Works - Hours of work (2 hours on/2 hours off) - Services - Sustainability - Car parking - Premier Inn hub Check-in/out Times - Heritage: What external repairs are proposed? Safeguarding the future of the existing heritage assets.

3.13 During this phase of engagement the Applicant held two further exhibition drop-in sessions on the 17th and 19th June at 11:00am – 2:00pm and 4:00pm-7:00pm respectively at Unit 22 of The Brunswick Centre. Those who chose to attend the public exhibitions were given the opportunity to provide feedback on the proposals via an iPad which was linked to the online feedback form, or on a physical copy of the questionnaire.

3.14 Attendees who viewed the exhibition boards (Appendix G) were presented with the following information:

- Welcome – providing a brief update on how the proposals had evolved since the previous round of consultation in the spring.
- Project Team – introducing the project team and their credentials.
- The Existing Site – providing a brief history of the Site and the challenges it faces today.
- Our Vision Board 1– an overview of the Applicant's detailed proposals for the Site.
- Our Vision Board 2 – providing full bleed diagrams of the area of intervention into the car park.

- Our Vision Board 3 – showing an image of the entrance to the hotel, and a CGI of the proposed lobby space.
- Our Vision Board 4 – providing detailed diagrams of the proposed lower basement and ground floor.
- Benefits – outlining the suite of benefits which the proposals for the site would bring to the local area.
- Circadian Lighting - outlining how the proposed hotel rooms and lobby will be lit throughout the hotel using innovative circadian lighting sourced from Finland.
- Sustainability – outlining the Applicant's sustainability aspirations for the Site.
- Lowering the Slab – providing greater detail about the construction process including the benefits both environmentally and for the Site's neighbours of adopting this approach to construction.
- Construction Management – detailing how the construction process will be managed, keeping disruption to neighbours to a minimum, including the proposed traffic light system.
- Hotel Management – providing in-depth detail from the Site's proposed end operator (Whitbread PLC) on how the hotel will be managed including information on staff training and management of the ground floor.
- M&E systems – detailing how the M&E plant equipment systems will be designed to reduce disruption for neighbours to the site and where these will be located.
- Transport and Servicing – outlining the transport and servicing strategy for the site and the total level of car parking spaces which will be retained once the hotel is in operation.
- Have Your Say – thanking attendees of the exhibition for viewing the proposals for the site and giving them the opportunity to provide their feedback by scanning a QR code linked to the online Typeform survey.

3.15 A total of 44 people attended the public exhibitions across both dates.

3.16. The bespoke consultation website was also updated with the exhibition materials (Appendix G) and provided visitors with the opportunity to provide their feedback on the proposals via the online survey.

3.17 From the 30th May 2023 – 23rd June 2023 the website was visited by 66 users.

3.18 As with the first stage of consultation, a dedicated email address TheBrunswickCentre@KandaConsulting.co.uk and phone number (0203 900 3676) were provided and managed by Kanda to supply further information to residents, businesses and stakeholders on request, as well as to answer any questions they may have.

3.19 A summary of the quantitative and qualitative feedback received during the consultation can be viewed in Section 4.

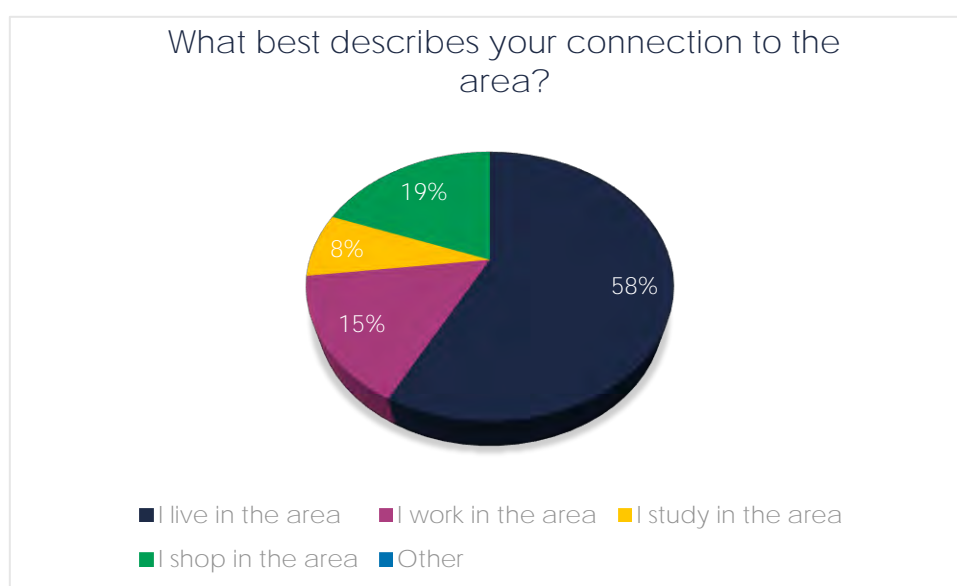
4.0 Feedback – First Round of Consultation

4.1 The following section summarises the feedback received during the first phase of consultation.

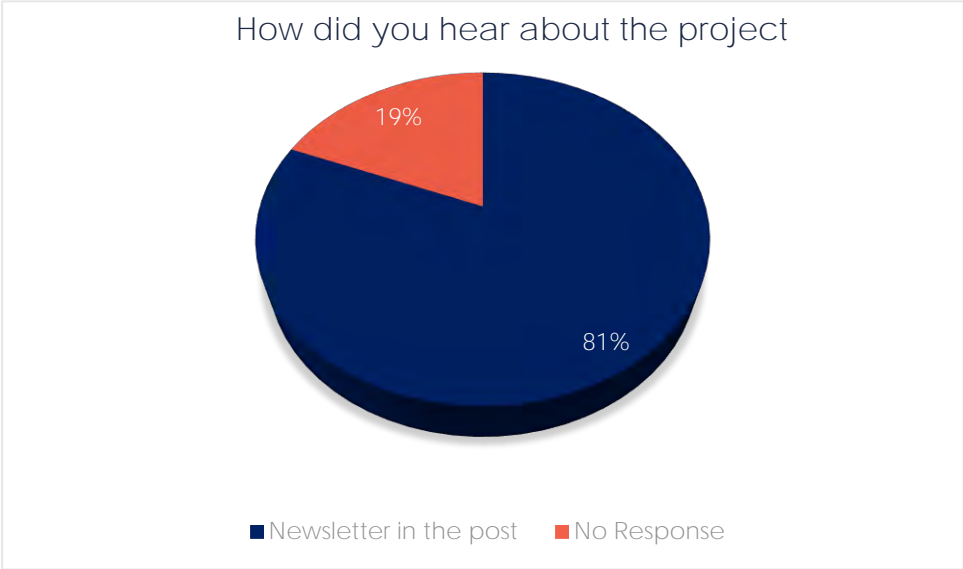
Quantitative Feedback – First phase of Engagement March – April 2023

4.2 Neighbours, local workers and members of the community who received the newsletter were asked to answer questions on the proposals via an online survey or in hard copy at the public exhibition, to record their views on key aspects of the proposals. The feedback form also included a section for more detailed comments allowing consultees to provide the project team with any additional feedback, a copy of the feedback form can be viewed in Appendix H.

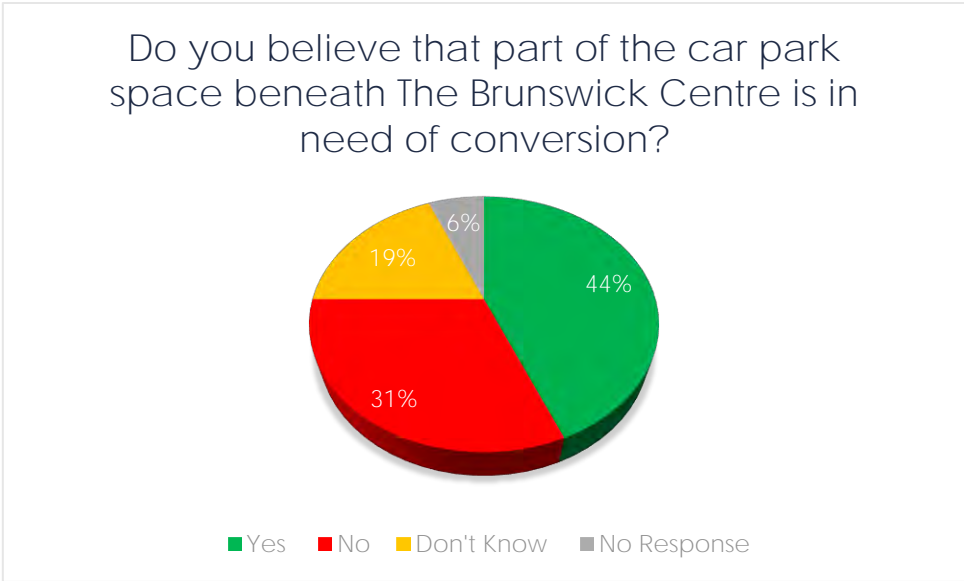
4.3 The first phase of engagement enjoyed a good level of engagement from the local community with 16 people choosing to provide their feedback.



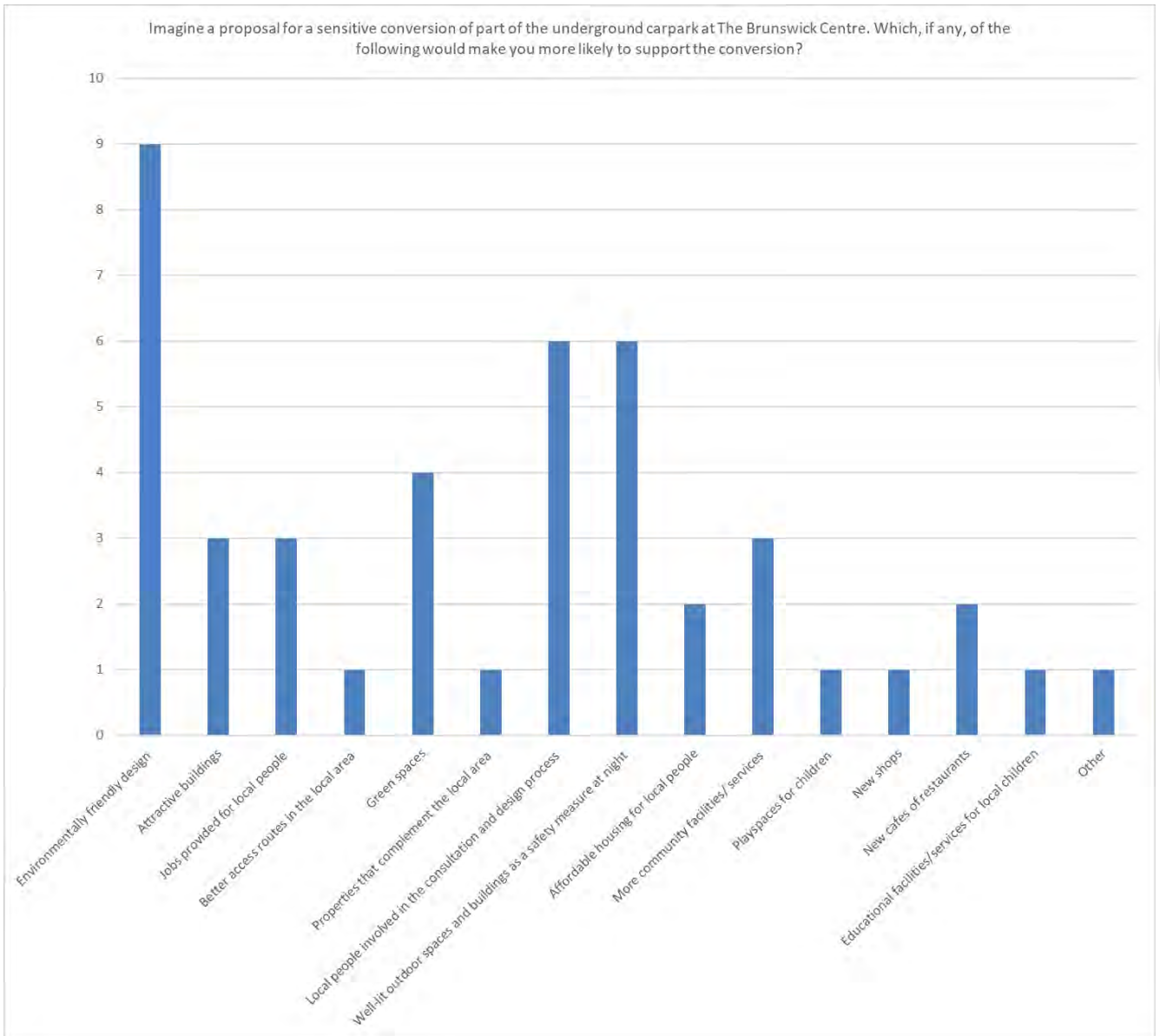
4.3.1 The consultation enjoyed a good level of engagement from the local community, which is reflected in the level of attendees who came to the drop-in sessions in March and completed a feedback form, with 58% of respondees identifying themselves as a local resident whilst 19% were shoppers in the area and 15% worked in the area.



4.3.2 The feedback received suggests the Applicant was successful in raising awareness of their emerging proposals for the Site through the newsletter distribution and in driving footfall to their in-person drop-in sessions with 81% confirming that they had become aware of the plans through the newsletter.

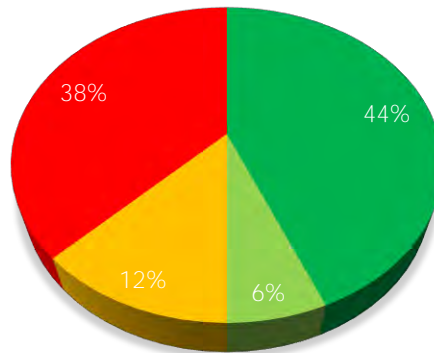


4.3.3 When asked for their views on the car parking space beneath The Brunswick Centre 44% of people agreed that the space would benefit from conversion. However, 31% did not agree that a conversion was required, with 25% either unsure or not responding at this stage.



4.3.4 When asked what should feature in the conversion of part of the underground car park, consultees expressed a clear preference for environmentally friendly design, with 9 respondees stating that this should be a priority for the project team. Consultees were also keen to see local people being involved in the consultation process and well-lit outdoor spaces to support safety in and around the site.

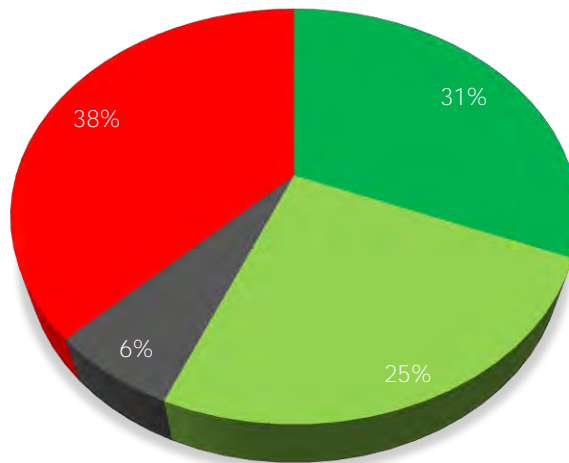
Our vision for the site will see part of the underutilised car park space beneath The Brunswick Centre converted into a highly sustainable hotel, increasing the provision of visitor accommodation in the area. To what extent do you agree with this approach



■ Strongly Agree ■ Somewhat Agree ■ Somewhat Disagree ■ Strongly Disagree

4.3.5 This question elicited a mixed response, with 50% of responses either strongly or somewhat agreeing with the vision to convert the car park space into a hotel use. A further 50% of respondents either disagreed or strongly disagreed with the proposals however, with the majority noting that they had concerns regarding construction noise and vibrations, which the Applicant has sought to address, as outlined in Section 6.

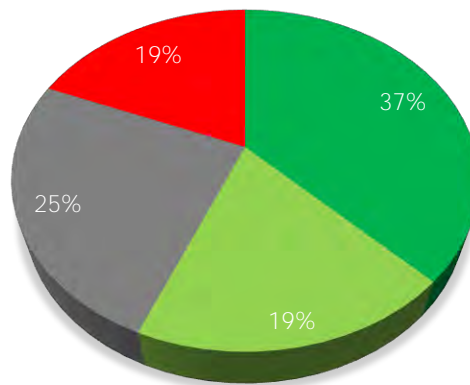
Based on the information on the virtual exhibition what are your thoughts on how the proposed hotel looks?



■ I really like it ■ I like it ■ Neutral / No View ■ I really don't like it

4.3.6 Responses to this question were largely positive, with the majority (56%) of respondents recognising that they liked the look and feel of the proposed new hotel.

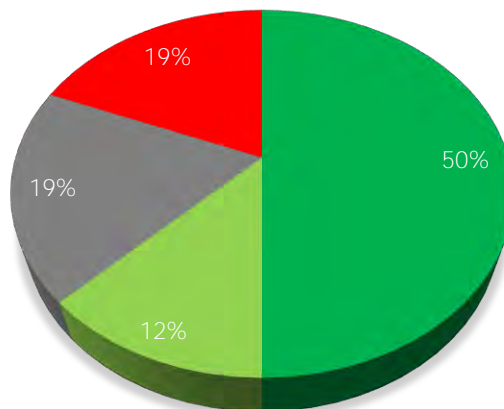
The hotel will support the creation of a number of jobs through the construction process and through the operation of the hotel itself. To what extent do you agree/disagree with this approach?



■ Strongly Agree
 ■ Somewhat Agree
 ■ Neutral / No View
■ Somewhat Disagree
 ■ Strongly Disagree

4.3.7 56% of consultees who answered this question recognised and were generally supportive of the Applicant's approach, acknowledging that the hotel in operation and through the construction process had the potential to generate a number of jobs for the local community.

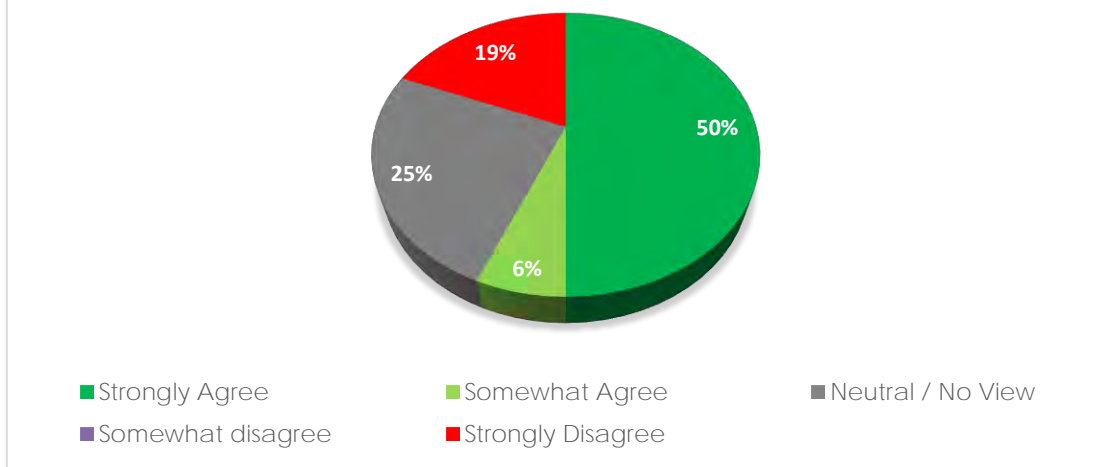
The approach to construction, retaining the existing slab and thereby reducing the release of embodied carbon and disturbance from the construction works is welcome. To what extent do you agree with this statement?



■ Strongly Agree
 ■ Somewhat Agree
 ■ Neutral / No View
 ■ Strongly Disagree

4.3.8 The Applicant's approach, adopting a more sustainable method of construction by retaining and lowering the existing slab was well received by 62% of consultees.

The proposals to enhance the buildings sustainability credentials through the provision of air source heat pumps are welcome. To what extent do you agree with this approach?



4.3.9 Similarly the Applicant's approach to enhancing the building's operational sustainability credentials through the incorporation of renewable technology was welcomed by the majority of respondents.

Qualitative Feedback – First phase of Engagement March – April 2023

4.3.10 The following section summarises the qualitative feedback received by the project team from members of the public through the feedback form, and stakeholder meetings. The project team also invited the Bloomsbury Ward Councillors along with representatives from the Bloomsbury Conservation Area Action Group, Bloomsbury Association, and the Brunswick Centre Resident's Action Group (BRAG) to attend the in-person drop-ins to discuss with the project team directly.

Use and the need for redevelopment

4.3.11 Whilst some respondents did recognise that the area could benefit from the change of use, there were concerns raised about the impact on parking provision as a result of the proposals.

In response, the Applicant clarified that the proposals would not see the wholesale removal of the parking spaces, with spaces retained for residents and to serve Waitrose. Additionally, the Applicant noted that discussions with Camden Council are ongoing regarding the potential purchase of residential parking spaces.

4.3.12 Similarly an attendee at the in-person drop-in sessions asked how much car parking would remain solely during the construction process. The Applicant noted in response that this figure had not yet been decided but discussions were ongoing with Camden Council regarding the provision of car parking during the construction process and further detail would be provided in due course.

4.3.13 A further resposdee questioned the need for additional visitor accommodation in the area given the number of existing hotels and hostels in the immediate vicinity of the Site. The Applicant explained that there remained a demand for hotel space in this area and that a hotel use would not only help to meet this continued demand for visitor

accommodation in the immediate vicinity but would also provide a number of benefits to the restaurants and cafés around the Brunswick Centre through enhanced levels footfall from visitors to and from the Site.

4.3.14 More broadly there was a general recognition from the majority of attendees that the space beneath the Site was well suited for the Applicant's proposed change of use and that the proposals could bring further benefits such as employment opportunities to the local area.

Design

4.3.16 The majority of respondents broadly agreed with the Applicant's approach to the design for the hotel, recognising that given its location underground it would have little impact upon the aesthetics of the listed Brunswick Centre above. As part of this feedback, it was also noted that the interior of the building, particularly the proposed lobby of the hotel, looked professional and welcoming.

4.3.17 A number of attendees did outline a preference for the lighting to be made slightly more subtle. In response, the Applicant explained that the Circadian Lighting is designed to work in harmony with the visitor's body clocks, regulating the use of electric lighting in line with the natural light cycle.

Sustainability

4.3.18 The Applicant's approach to incorporating sustainable technologies as part of their proposals was welcomed by the majority of respondees. A few respondees did query what urban greening measures had been considered by the project team.

The Applicant noted in response that given the hotel's location – underground and within the car park space beneath the Site – this would naturally limit opportunities for urban greening. However, high-quality artificial foliage would be used instead to provide a natural feel.

Similarly, a respondent asked if the Applicant had considered introducing a living wall to their proposals. The Applicant appreciates this feedback and noted they had considered it, but it would not be possible for a living wall to be included within the proposals due to the lack of natural daylight in the hotel.

Construction Management

4.3.19 Several respondees did express concerns about the impact that the construction process would have upon the local community, particularly residents living above the Site. The Applicant has clarified in response, that a Construction Management Plan will be submitted alongside this application, which will set out in detail the measures which will be implemented to reduce the impact of construction for residents and visitors to the area. This will include restrictions on noisy working hours, transport and servicing, community liaison during the construction process and a traffic light system that will be implemented to monitor noise and vibration in real-time and provide immediate notifications if levels are close to being or are being exceeded.

The Applicant also confirmed that the approach to construction would see the slab cut and lowered, using a method which will also help to reduce the total level of noise pollution in the immediate vicinity of the Site. Further details can be found in the Applicants response to feedback in Section 6.

4.3.20 Some attendees to the in-person exhibition did question how sustainable the development would be in practice, given the perceived impact the construction process would have on air quality and dust and the release of embodied carbon. In response, the Applicant noted that an Air Quality Assessment will be submitted as part of the planning application, which confirms that the scheme will be air quality neutral. Additionally, details of how the scheme will minimise impacts on air quality and dust are included in the Construction Management Plan.

4.3.21 A further resident asked what the estimated time scales of the project would be should planning permission be granted. In response, the Applicant noted the project would take an estimated 18 months from the commencement of works on site.

5.0 Feedback – Second Round of Consultation

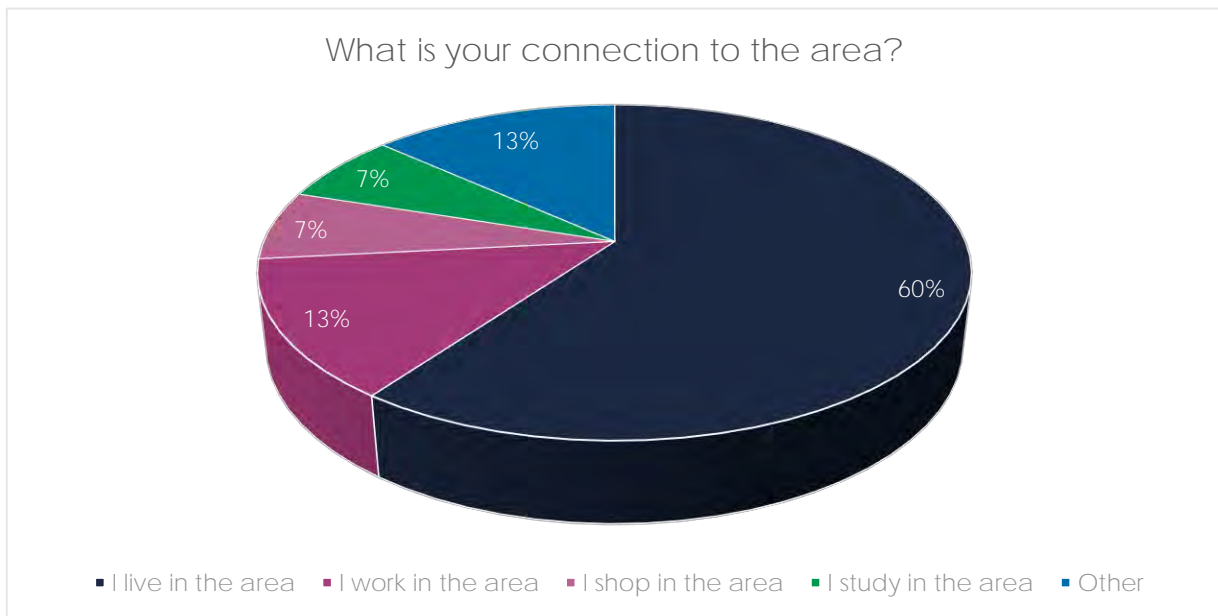
5.1 The following section summarises the feedback received during the second phase of consultation.

Quantitative Feedback – Second phase of Engagement - June 2023

5.2 Neighbours, workers and members of the community who received the newsletter were again asked to answer questions on the proposals via an online survey, or an in-person questionnaire, to record their views on key aspects of the proposals. The feedback form also included a section for more detailed comments allowing consultees to provide the project team with any additional feedback a copy of the feedback form can be viewed in Appendix H.

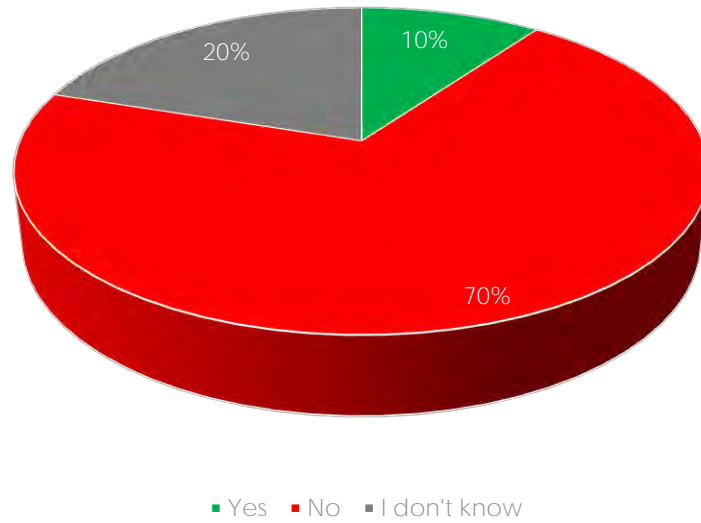
5.3 In advance of the public exhibitions, a flyer was distributed throughout the car park of The Brunswick Centre with an erroneous claim that the proposals would seek to remove all residential car parking spaces. This resulted in feedback being submitted both verbally at the public exhibitions and on the feedback form, where some respondents expressed concern about the wholesale removal of residential parking and chose to disagree with the proposals on this basis. The Applicant has clarified in response that the complete removal of all residential parking does not form part of the proposals. Where necessary, further analysis will be included throughout this feedback section to indicate where responses may have been influenced by the incorrect assertions put forward within this flyer.

5.4 The second phase of engagement saw 11 people provide their feedback in the feedback form.



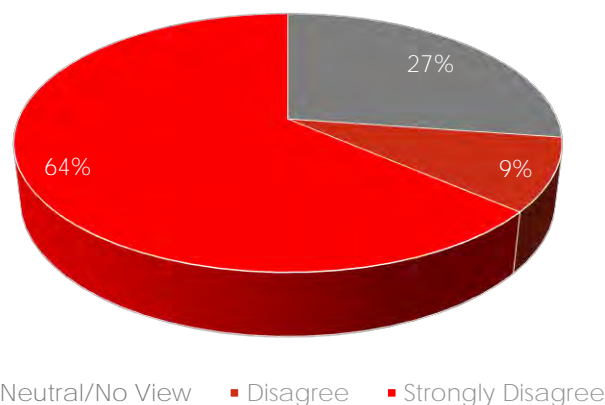
5.4.1 During the second phase of engagement, 60% of respondents identified themselves as a local resident.

Do you believe that part of the car park space beneath The Brunswick Centre site is in need of conversion?



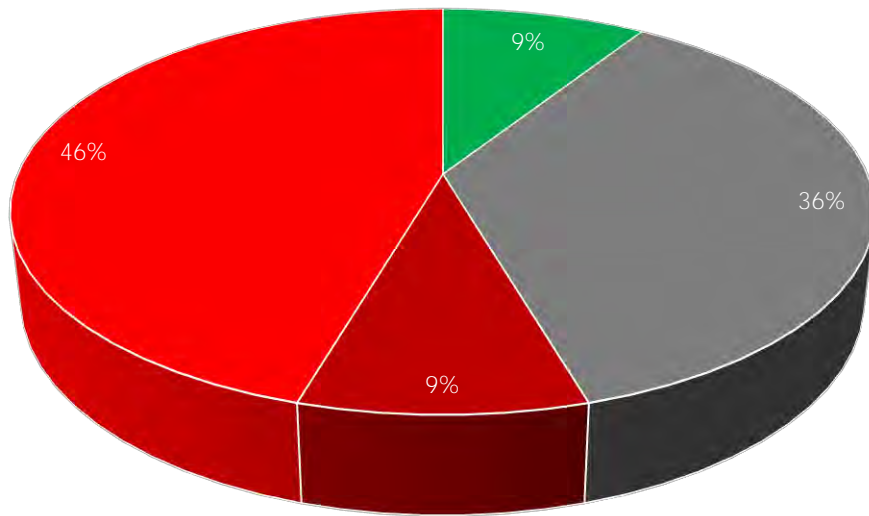
5.4.2 Respondee to the feedback form during the second round of consultation were less inclined to agree that part of the car park space needs conversion. The majority of respondee noted that their concern stemmed from the perceived loss of residential parking spaces. This claim was noted in a flyer in opposition to the plans that had been distributed around the site.

Our vision for the site will see part of the underutilised car park space beneath The Brunswick Centre converted into a highly sustainable hotel, increasing the provision of visitor accommodation in the area. To what extent do you agree/disagree with our



5.4.3 Responses on the proposed vision for the site were mostly negative, with most respondee choosing again to strongly disagree or disagree. A quarter were neutral to the proposed use. Again, this may have been influenced by people's impressions that the plans were to remove all residential parking spaces as claimed in the flyer that was distributed around the site.

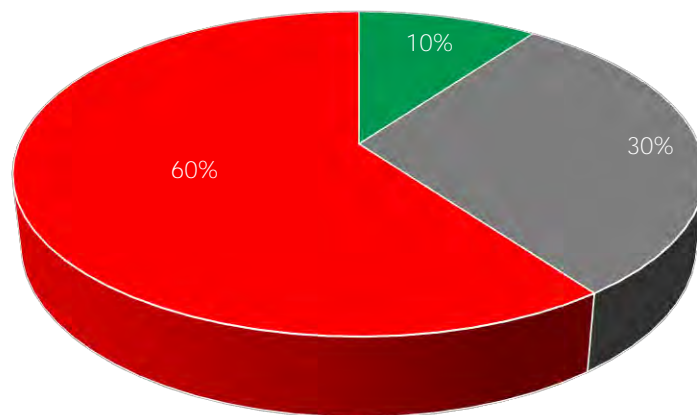
Based on the information on the virtual exhibition, what are your thoughts on how the proposed hotel looks?



■ I really like it ■ I like it ■ Neutral/No view ■ I don't like it ■ I really don't like it

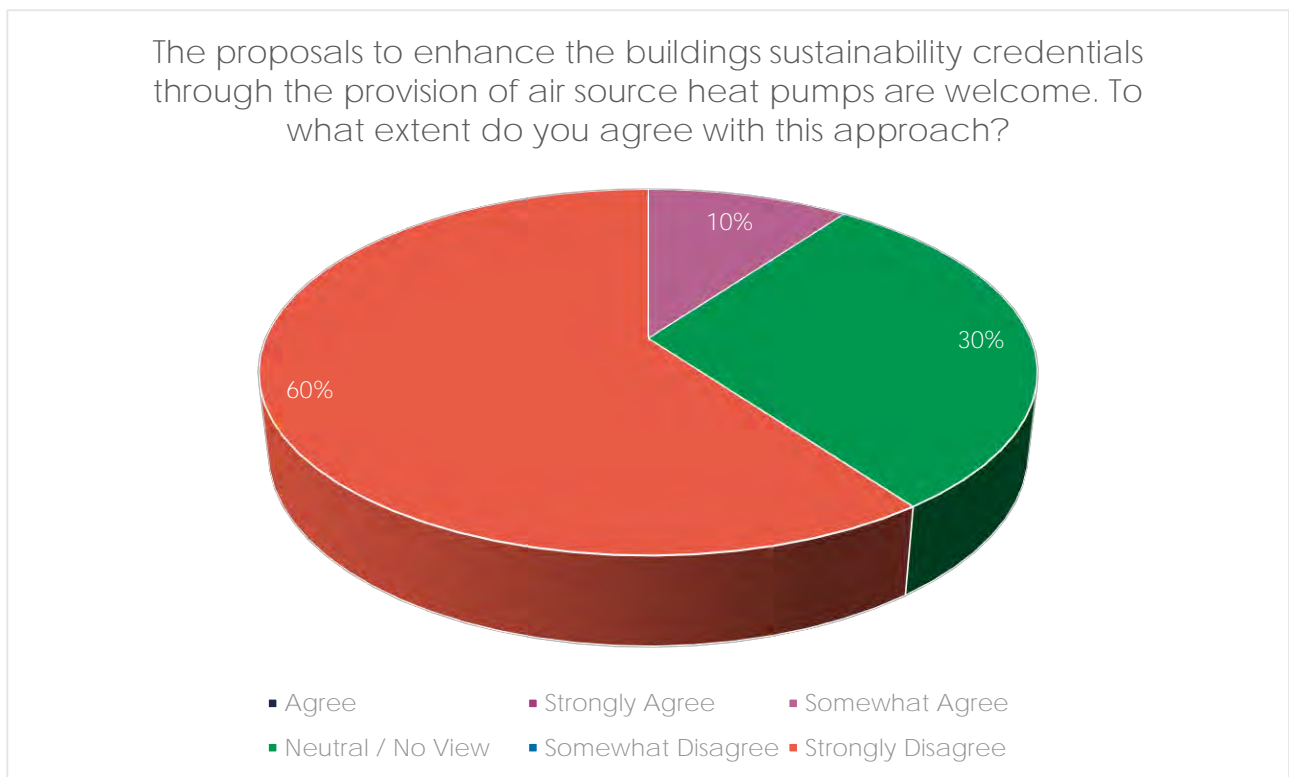
5.4.4 Responses on the proposed look was again not positive based upon completed feedback forms, with most respondees choosing to strongly disagree or disagree. Many were neutral to the look of the hotel, and a minority liked the proposed look. Similarly, to the above, respondees expressed concern about the perceived wholesale loss of residential parking.

The hotel will support the creation of a number of jobs through the construction process and through the operation of the hotel itself. To what extent do you agree/disagree with this approach?



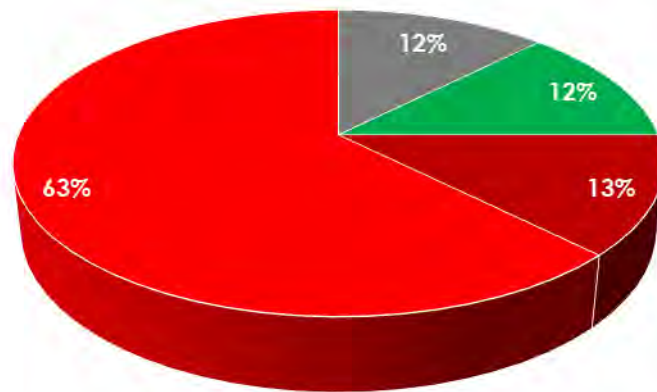
■ Strongly Agree ■ Agree ■ Neutral / No View ■ Disagree ■ Strongly Disagree

5.4.5 Responses suggest that those who responded to the survey either disagree or are neutral to the creation of new jobs in the area, with 10% agreeing with this initiative. However, no references were made to this in qualitative feedback on the feedback forms, where respondees instead chose to comment regarding the perceived loss of all residential parking.



5.4.6 Despite a preference having been previously identified to enhance the sustainability credentials of the site, the majority of responses to the survey were either opposed or neutral towards improving the sustainability credentials of The Brunswick Centre. 10% however did agree with these aspirations. As noted, qualitative responses focused on the perceived loss of residential parking as noted in a flyer distributed around the site and may have influenced responses to this question.

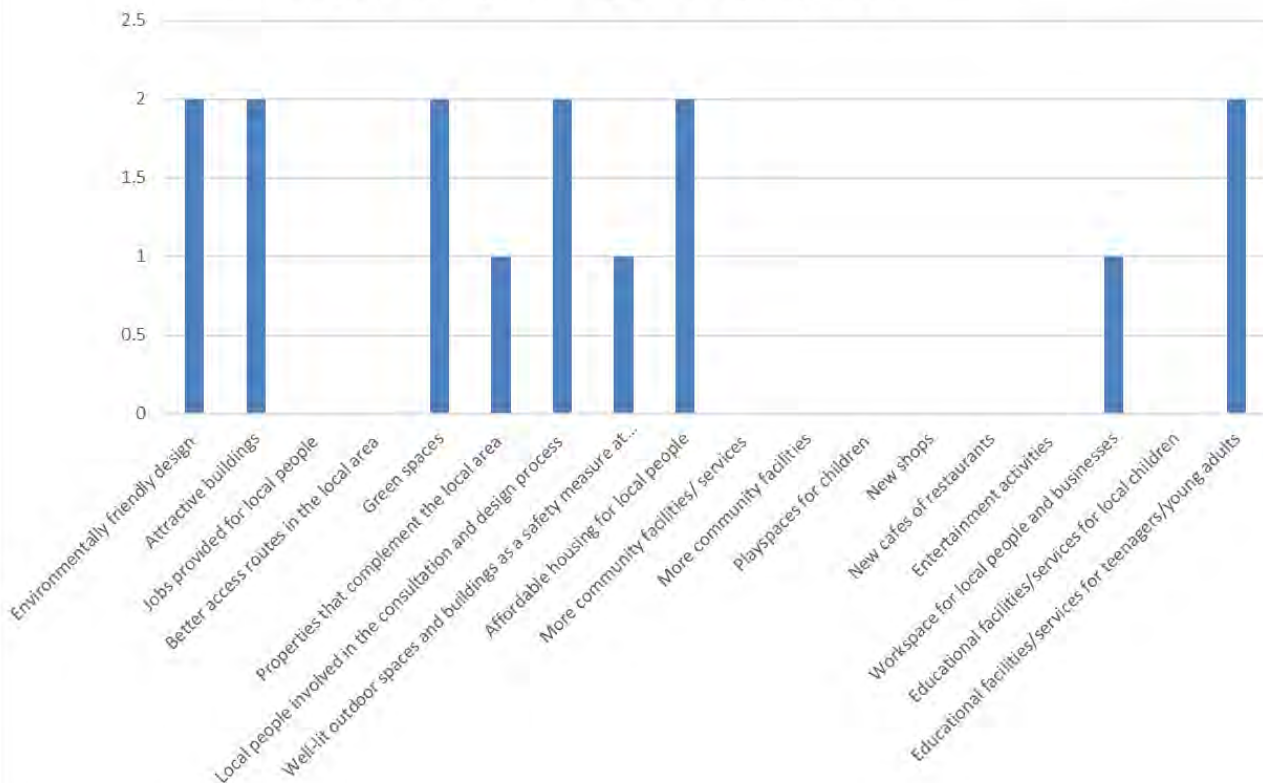
The approach to construction, retaining the existing slab and thereby reducing the release of embodied carbon and disturbance from the construction works is welcome. To what extent do you agree with this statement?



■ Agree ■ Strongly Agree ■ Somewhat Agree
■ Neutral / No View ■ Somewhat Disagree ■ Strongly Disagree

5.4.7 Despite the positive feedback received regarding the approach to construction in the first phase of engagement, responses in the second round were broadly negative and again may have been influenced by the claim put forward in the flyer regarding the loss of all residential parking.

Imagine a proposal for a sensitive conversion of part of the underground carpark at The Brunswick Centre. Which, if any, of the following would make you more likely to support the conversion?



5.4.8 When asked again what else should feature in the conversion of part of the underground car park to a hotel use to make the plans more attractive to consultees,

respondees again expressed their desire to see an environmentally friendly design, although this time a broader range of suggestions were made. The Applicant is committed to ensuring the safety credentials of the development, as well as retaining as much of the existing structure as possible and the use of renewable air source heat pumps.

Qualitative Feedback – Second Phase of Engagement - June 2023

5.4.9 The following section summarises the qualitative feedback received by the project team from members of the public through the feedback forms, in-person exhibitions and stakeholder meetings during the second phase of consultation. The project team again invited the Bloomsbury Ward Councillors along with representatives from the Bloomsbury Conservation Area Action Group, Bloomsbury Association, and the Brunswick Centre Resident's Action Group (BRAG) to attend the in-person drop-ins to discuss with the project team directly.

Following the second phase of consultation, the Applicant also met with the Brunswick Tenants and Resident's Association on-site for a Q&A discussion to address the key themes below. The full agenda of this meeting can be seen in Section 3.

Car Parking Spaces

5.4.10 Most feedback during this stage of consultation was focused on concerns regarding a loss of residential car parking spaces. Many who attended the exhibitions were under the impression that the scheme would be removing all residential car parking on-site and leaving limited spaces for disabled parking due to an opposition flyer which had been circulated within the local area. Almost all feedback responses left some comment in reference to the need to retain the car park and/or its importance to the local area, community, and residents of The Brunswick Centre.

5.4.11 The project team reassured anyone who raised this concern at the exhibitions that discussions with Camden Council are ongoing regarding the potential purchase of residential parking spaces. The planned reduction of parking spaces to facilitate the hotel also aligns with the London Plan aspirations and the Camden Local Plan which seek to reduce car parking provision and promote sustainable transport solutions.

5.4.12 One attendee also raised the question of how the car parking would operate during the period of construction. In response, the Applicant noted that this is still subject to discussion with the Council, and they will look to provide an update for residents in the near future.

Construction Management

5.4.13 Those attending the exhibition again expressed concerns about the impact of the construction process, particularly in regard to noise and vibration and how this may impact on residents living above the Site. The Applicant again explained in response to those in attendance that a Construction Management Plan will be submitted alongside this application, for example, a traffic light system will be implemented that monitors noise and vibration in real-time and provides immediate notifications if levels are close to being/are being exceeded. A more detailed description of this plan can be found in Section 6, addressing the Applicant's response to feedback.

5.4.14 The Applicant also reiterated that the approach to construction would see the slab cut and lowered, using a method which will also help to reduce the total level of noise pollution in the immediate vicinity of the Site. This was demonstrated at the first exhibition on the 17th June via a projector visually displaying the process to help those in attendance understand the proposed approach.

Design

5.4.15 Design was less of a discussion point compared to the first round of consultation. However, some in attendance at the exhibitions still questioned why people would choose to stay in a subterranean hotel, given that it would not have any windows.

5.4.16 The project team reiterated that the hotel would not be targeted at those looking for a long-term stay and/or luxury room, but instead for those looking for visitor accommodation whilst they explore the city. Circadian lighting will be used to replicate natural levels of daylight, to work in accordance with **guests'** circadian rhythms and provide a natural feel rather than artificial/fluorescent lighting. There is also a precedent for subterranean hotels in the area, meaning that this type of accommodation and demand is already established.

Air Quality

5.4.17 A consultee raised concerns about the impact of the proposals on air quality levels and whether the nearby air quality monitoring stations had been considered as part of the **Applicant's assessment**.

The Applicant noted in response that the air quality assessment has focused on the potential impacts on air quality associated with the construction and operation of the proposed development. With regards to the monitoring sites included, all monitors (operated by DEFRA and Camden) within 1.0km of the application site have been included within the baseline.

6. Applicant's Response to Feedback

6.1 Below are the key themes that have emerged during all consultation phases, as well as how the Applicant has responded to these:

Key theme	Applicant's Response
<p>Proposed Use Some respondents questioned why people would be interested in staying in a hotel that is underground, due to a lack of windows for natural lighting.</p>	<p>In response to this feedback, the Applicant reiterated that the hotel is not intended to be a luxury hotel for long-term use, but instead provide short-term visitor accommodation, where guests can leave their things and sleep, whilst otherwise getting out and enjoying the city.</p> <p>In addition, in place of windows, circadian lighting will be used to replicate natural levels of daylight, to work in accordance with guests' circadian rhythms. There is also a precedent for subterranean hotels in the area, meaning that this type of accommodation and a demand for it is already established.</p>
<p>Construction Management Several respondents were concerned about the impact of construction on people living in and around the centre, particularly regarding potential noise and vibration.</p>	<p>In response, the Applicant reassured residents that they are doing everything they can to ensure that the construction process is transparent, proactive and mitigates any potential impact on neighbours.</p> <p>This included a method of increasing the floor-ceiling heights of the park by cutting the slab and lowering it into place, helping to reduce the total level of noise pollution in the immediate vicinity of the Site.</p> <p>Additionally, the Applicant noted that a Construction Management Plan would form part of the planning application submission, with a further detailed document to be provided prior to construction commencing.</p> <p>The Construction Management Plan will:</p> <ol style="list-style-type: none"> 1) Ensure compliance with current UK environmental legislation. 2) Satisfy the GLA & Camden's environmental requirements. 3) Ensure compliance with employer requirements.

	<p>4) Minimise any potential negative effects during construction, including how site-specific risk assessments and method statements will be developed to avoid, minimise, and mitigate effects on the environment.</p> <p>Furthermore, a traffic light system will be implemented that monitors noise and vibration in real-time, immediately notifying the site team if trigger levels, as set out by the local authority, are close to or being exceeded.</p> <p>The appointed contractor will also be abiding by time restrictions on noisy works in line with guidance from the local authority as well as carefully managing transport and servicing to the site and registering with the Considerate Constructors Scheme.</p> <p>Additionally, a Construction Working Group will be set up and hold consultation meetings with local businesses and residents in advance of works commencing and throughout the construction works.</p>
<p>Timeline Some members of the public questioned what the timescale for the project would be, subject to planning approval.</p>	<p>The Applicant responded that the project would take an estimated 18 months from the commencement of works on site.</p>
<p>Car Parking Spaces Many local residents noted their concerns that the scheme would result in a loss of residential car parking spaces. Many attended the exhibitions under the impression that the scheme would be removing all residential car parking on-site and leaving limited spaces for disabled parking.</p>	<p>The Applicant reassured consultees that the proposals will retain a number of parking spaces and discussions with Camden Council are ongoing regarding the potential purchase of residential parking spaces.</p> <p>The planned reduction of parking spaces to facilitate the hotel also aligns with the London Plan aspirations and the Camden Local Plan which seek to reduce car parking provision and promote sustainable transport solutions.</p>
<p>Sustainability Some members of the public questioned whether the scheme would introduce urban greening into its proposals.</p>	<p>The Applicant responded to this feedback, noting that given the underground nature of the hotel, this would naturally limit the opportunities for extensive urban greening.</p>

<p>One attendee of the exhibitions specifically asked if the plans were to include a living wall.</p>	<p>Artificial foliage is the preferred option considering most of this would be inaccessible and behind the glass of the circadian lighting pods.</p>
<p>Air Quality</p> <p>A consultee raised concerns about the impact of the proposals on local air quality and what had been used by the Applicant to determine their baseline air quality assessment.</p>	<p>The Applicant responded to this feedback explaining that their air quality assessment has specifically focused on the impact which the construction process and operation of the Site will have on local air quality, by examining data taken from air quality monitoring stations within the immediate vicinity (1km) of the Site.</p>

7. Next Steps

7.1 The Applicant is committed to continuing engagement with the local community throughout the application and determination process as well as working with Camden Council on planning and construction management issues.

7.2 The Applicant will continue to keep site neighbours informed ahead of construction commencing (subject to planning permission being granted) through a detailed Construction Management Plan. They will also continue to respond to requests for information / questions and offer key stakeholders and close neighbours the opportunity to meet to discuss the proposal.

7.3 The project email address and phone number remain open to receive feedback on the proposals.

8. Conclusion

8.1 The consultation process has allowed stakeholders to provide their feedback for the proposals for the conversion of part of the under-utilised two-storey car park beneath The Brunswick Centre.

8.2 Discussions with stakeholders have been broadly positive, with a recognition that the space beneath The Brunswick Centre could be better utilised and that the public benefits of the scheme, particularly the jobs created for the local economy, the enhanced sustainability credentials, and support for the retail offer within the Brunswick Centre would ultimately result in a number of positive outcomes for the Site.

8.3 Whilst there has been some support for the proposals, there remained a level of concern surrounding the impact of the construction process upon homes above the Site and the impact the proposals would have on resident parking. In response to this, the Applicant noted that discussions with Camden Council are ongoing regarding the potential purchase of residential parking spaces. In regard to construction the Applicant has committed to producing a detailed Construction Management Plan, to alleviate any concerns that residents may have regarding the construction process.

8.4 Conversations with neighbours and stakeholders have been productive and will continue to inform the Applicant's approach to their proposals.

Appendix A – Newsletter

T H E B R U N S W I C K C E N T R E



WELCOME

Lazari Investments are pleased to share emerging ideas for the sensitive conversion of part of the underutilised car park beneath The Brunswick Centre to a highly sustainable subterranean hotel.

Our vision for the site is to repurpose part of the under-utilised 2 storey car park, delivering a sustainably driven smart hotel to improve the provision of visitor accommodation in the area.

Our proposals include:



A hotel that will contribute to diversifying the mix of uses at the Brunswick Centre.



Providing new, high-quality visitor accommodation that respects the amenity of the surrounding area.



Respecting the Grade II listed building and celebrating its heritage.



The operation of the hotel will provide jobs and opportunities locally.

We are committed to contributing positively to the local area by engaging with local residents and understanding key themes.





HAVE YOUR SAY

We are keen to understand the views of our neighbours and the local community on our plans for the future of The Brunswick Centre.

We will also be organising two in-person drop-in sessions on the emerging proposals for the site at Unit 22, The Brunswick Centre, WC1N 1BS on:

- 📅 Wednesday 29th March, 4pm-7pm
- 📅 Saturday 1st of April 10am-1pm

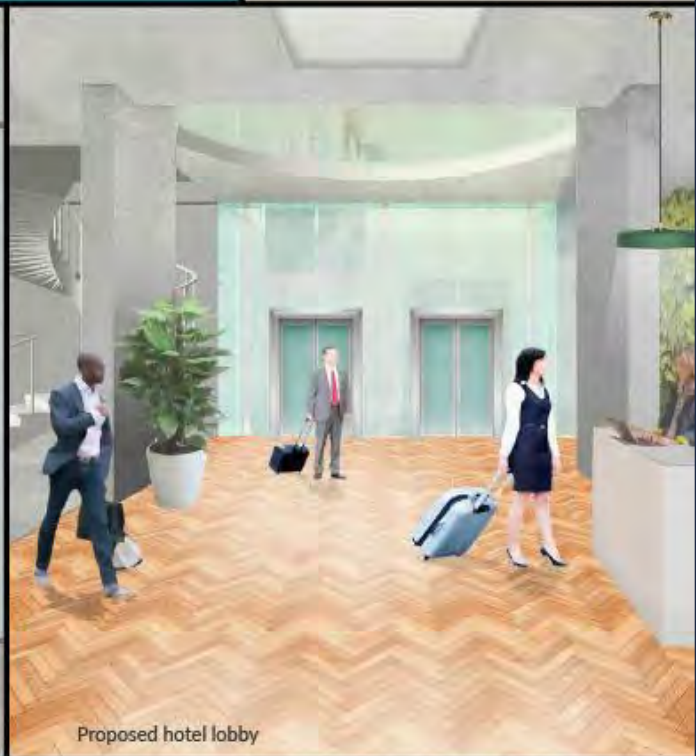
If you are unable to attend this date you can view our emerging ideas by visiting our consultation website

- 🌐 www.brunswickcentreconsultation.com

You can provide your feedback on the proposals by scanning this QR code or contacting us on the details below.



Proposed Entrance to the hotel



Proposed hotel lobby

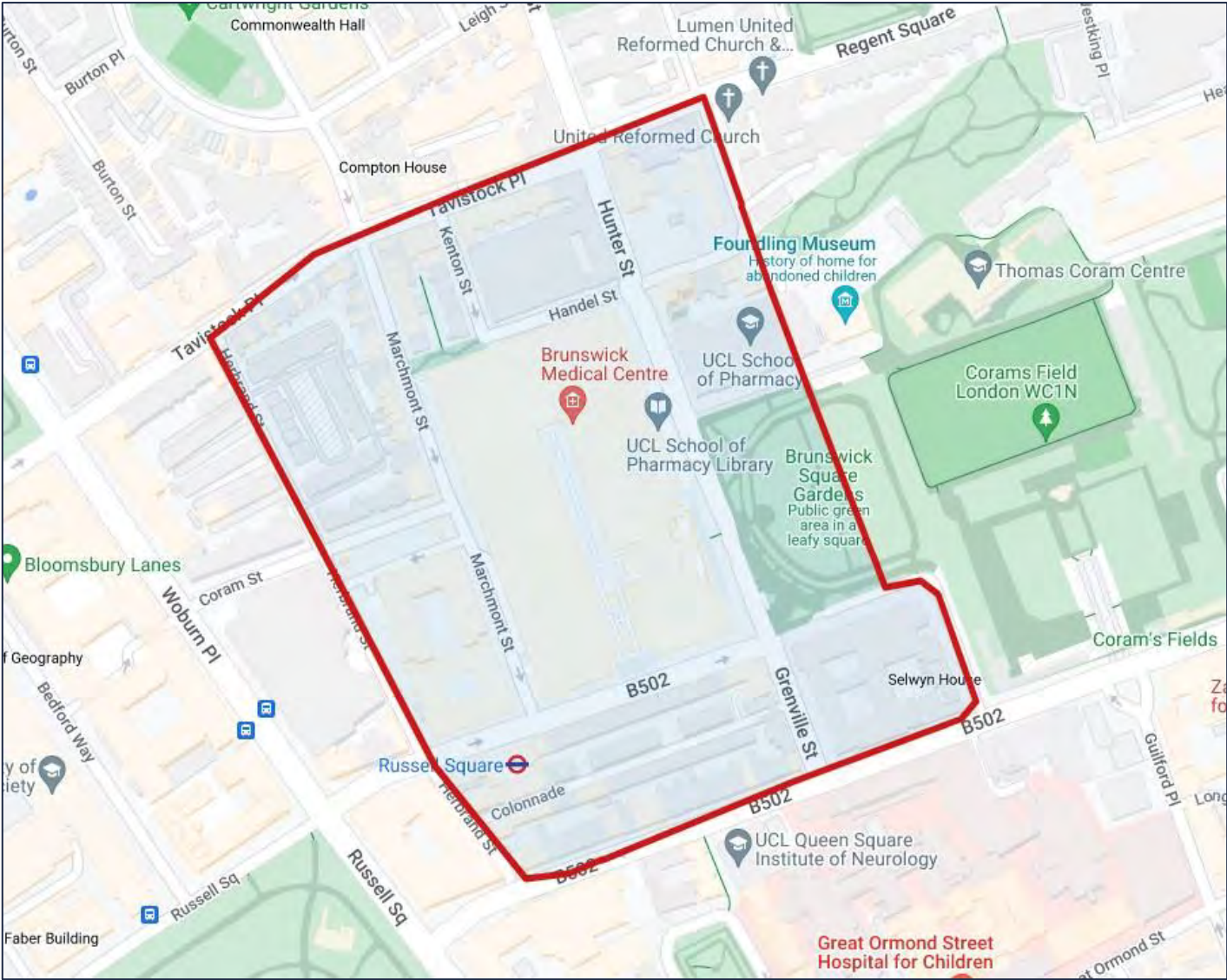
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♻️ Recycle when no longer needed

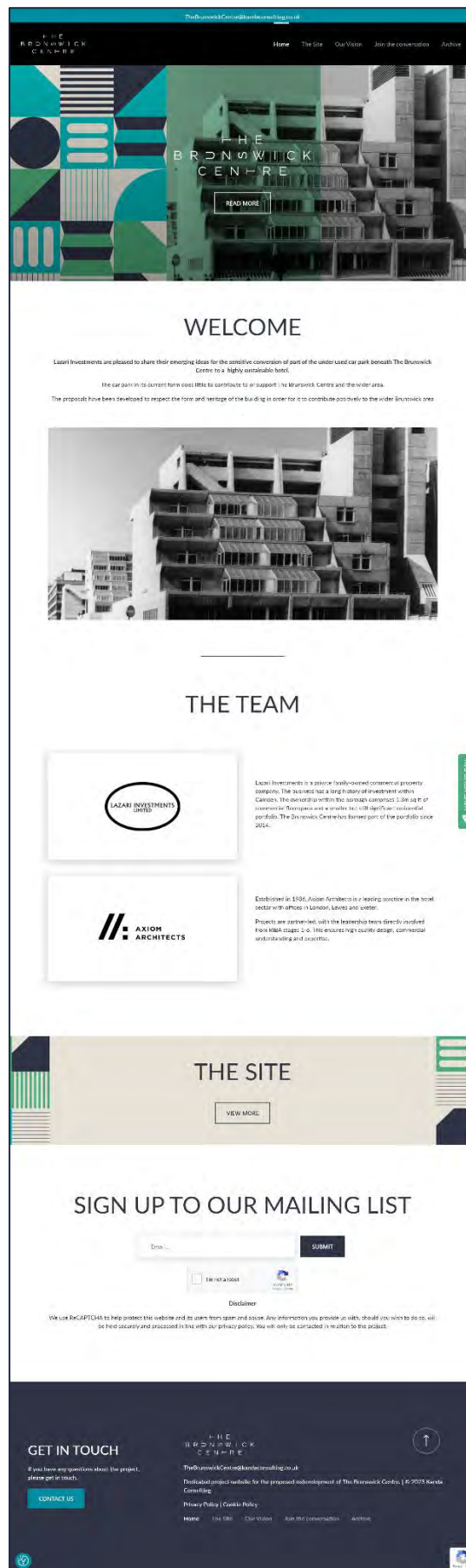
If you have any further questions for the project team or wish to provide your feedback directly, please get in touch via the details below:

- ✉️ TheBrunswickCentre@kandaconsulting.co.uk
- ☎️ 020 3900 3676

Appendix B – Distribution Area



Appendix C – Consultation Website



TheBrunwickCentre@landconsulting.co.uk


THE BRUNWICK CENTRE

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THE SITE


SITE LOCATION

The Brunswick Centre is a grade II listed building. It has both residential and commercial uses. There are 408 flats, various shops, cafes and restaurants, a Waitrose supermarket, and a Curzon cinema.



The Brunswick was originally conceived in the 1950s. It was a concrete apartment design that replicated the eighteenth and nineteenth century tenures it replaced. The Brunswick has terraces of houses above shops on the ground floor and a car park beneath. It was designed to be accessible from all sides. However, throughout the design period, the design changed a lot in particular the tenure and mix of housing evolved.

The existing car park is currently underused due to more people choosing to use public transport, walk, or cycle into Central London. Therefore, we believe the conversion of part of the car park will help to safeguard the future of this important building.




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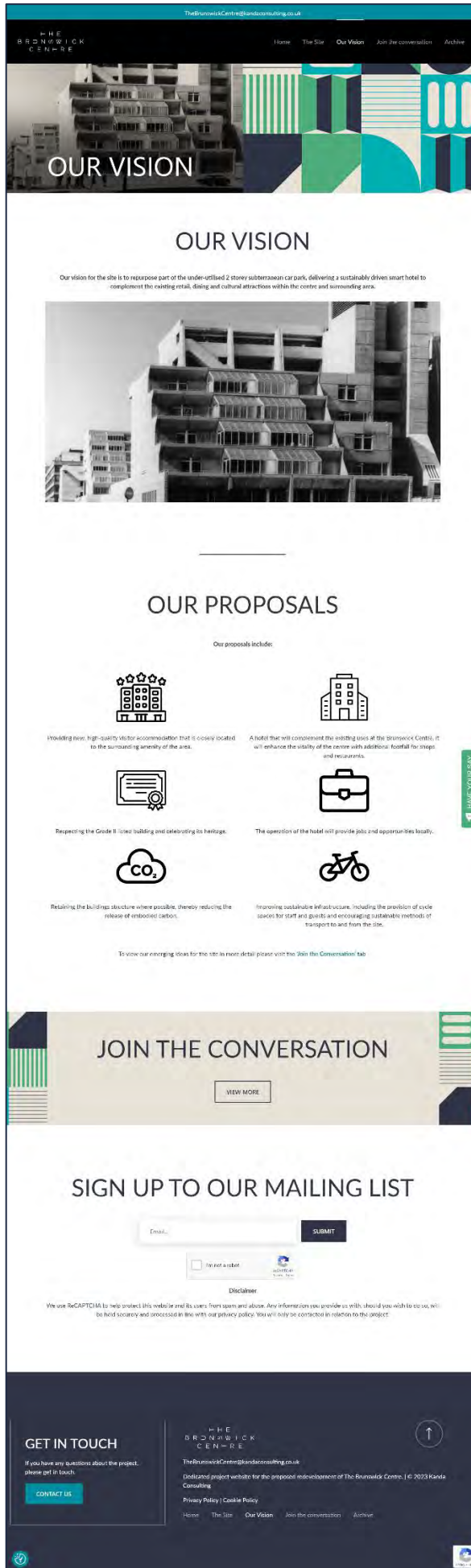
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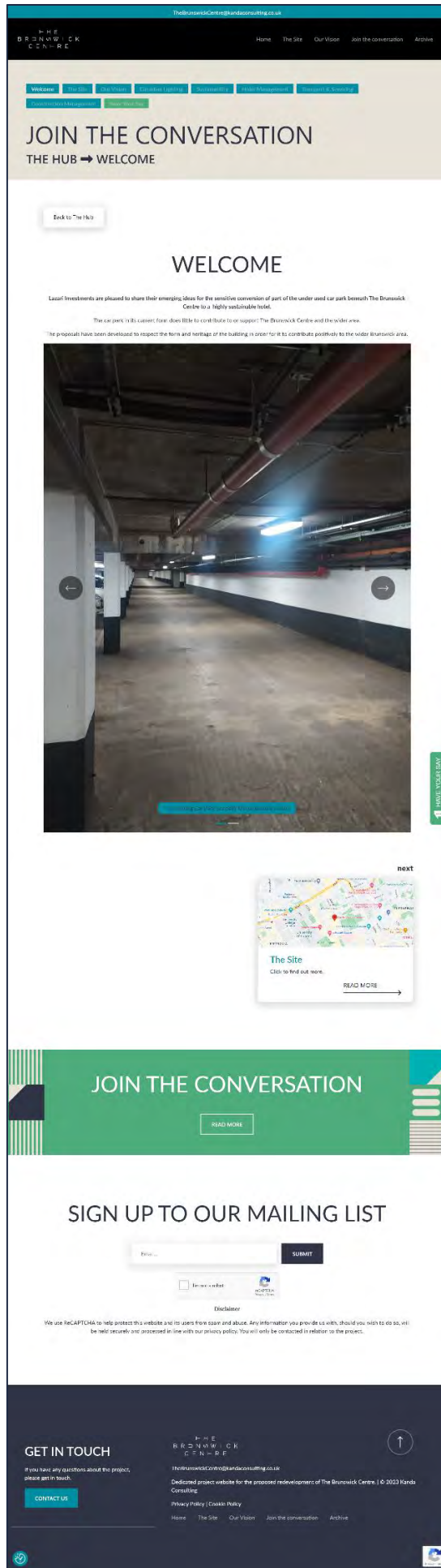
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THE SITE

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The Brunswick was originally conceived in the 1960s. It was a contemporary design that replicated the eighteenth and nineteenth century terraces it replaced. The Brunswick has terraces of homes above shops on the ground floor and a carpark beneath. It was designed to be accessible from all sides. However, throughout the design period, the design changed and in particular the tenure and mix of housing evolved.

The existing car park is currently under-used due to more people choosing to use public transport, walk, or cycle into Central London.

Therefore, we believe the conversion of part of the carpark will help to safeguard the future of this important building.

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Website The Site Our Vision Previous Content Sustainability Local Infrastructure Transport Infrastructure

Management Materials Design and Use

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OUR VISION

Our vision for the site is to repurpose part of the under-used 2 storey car park beneath the Brunswick Centre. We will deliver a sustainably driven smart hotel to complement the existing retail, dining and cultural attractions within the centre and surrounding area.


Our proposals include:




Providing new, high-quality visitor accommodation that is close to retail, dining and cultural attractions within the centre and surrounding area.




A hotel that will complement the existing uses at The Brunswick Centre. It will enhance the vitality of the centre with additional footfall for shops and restaurants.




Respecting the Grade II listed building and celebrating its heritage.



The operation of the hotel will provide jobs and opportunities locally.




Retaining the building's structure where possible, thereby reducing the release of embodied carbon.




Improving sustainable travel infrastructure. This includes providing new cycle spaces for staff and guests. Sustainable travel to and from the site will be encouraged.

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[Welcome](#)
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THE HUB → CIRCADIAN LIGHTING

[Back to The Hub](#)

CIRCADIAN LIGHTING

To improve the quality of the guest experience, innovative circadian lighting will be introduced. It will feature in the dining areas and in the bedroom lightwells.

Circadian lighting is designed to work in harmony with our internal clocks by regulating the use of electric lighting in line with the natural lighting cycle. There is a dramatic impact to the rooms they light. The latest daylight replication technology is used, providing a natural spectrum which mimics dawn until dusk.



Examples of Circadian Lighting

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[Back to The Hub](#)

SUSTAINABILITY

The aspirations for the project are to create a high quality, amenity driven, high tech and sustainable hotel.

Our approach to sustainability includes:

- Retaining the buildings existing structure, where possible, thereby reducing new material use and associated embodied carbon.
- Use of renewable technologies such as air source heat pumps to reduce the buildings operational carbon emissions.
- The hotel will be highly insulated to support low carbon operation, designed to retain heat efficiently without leading to problems of overheating.

The existing car park level does not support the height of the proposed hotel or the minimum level required for the bedrooms. Therefore we have proposed to lower the existing slab to create sufficient headroom and maintain levels for servicing and drainage. We will achieve this through four key moves outlined below.

We are also targeting a minimum BREEAM rating of Excellent, with aspirations to achieve an Outstanding rating.

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THE HUB → HOTEL MANAGEMENT

See it first

HOTEL MANAGEMENT

The hotel will be managed by Whitbread under the brand name of The Hotel Brunswick. It will be a distinct part of the centre building with its own separate front entrance and A&E 24/7 reception.

The hotel will be publicly accessible between 7am and 11pm. Outside of these hours access will be available to alcohol for guests by way of a keycard system used by other guests outside these hours by prior arrangement with the hotel.


Reception at the hotel will be open during the day in a separate reception area with separate staff. The Hotel Brunswick will be open 24/7 with separate staff for night reception. Any access to the hotel after 11pm will be restricted to the hotel only and will be subject to a £10 charge with no access to the bar or other facilities.

Staffing and Training



Whitbread is committed to providing the highest quality of service for its guests. The hotel will be managed by Whitbread staff from the hotel and will be supported by the centre staff. The hotel will be managed by Whitbread staff from the hotel and will be supported by the centre staff.

Management of the Ground Floor

A range of other services will be available on the ground floor of the hotel. The hotel will be managed by Whitbread staff from the hotel and will be supported by the centre staff.



Example of hotel lobby area with reception desk and seating area.

Example of hotel bar area with reception desk and seating area.

The hotel will be managed by Whitbread under the brand name of The Hotel Brunswick.

The hotel will be publicly accessible between 7am and 11pm, after which time it will only be available to hotel guests with a keycard to restrict the access of non-hotel guests.

Reception at the hotel will be open during the day in a separate reception area with separate staff. The Hotel Brunswick will be open 24/7 with separate staff for night reception. Any access to the hotel after 11pm will be restricted to the hotel only and will be subject to a £10 charge with no access to the bar or other facilities.

Staffing and Training

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THE BRUNSWICK CENTRE COMMUNITY CENTRE

100 Bruntsford Lane, Bruntsford, Leeds LS11 6BQ

Telephone: 0113 275 2222

Website: www.brunswickcentre.org.uk

Twitter: [bc_community](https://twitter.com/bc_community)

Facebook: [bc_community](https://www.facebook.com/bc_community)

Instagram: [bc_community](https://www.instagram.com/bc_community)

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THE HUB → TRANSPORT & SERVICING

Be in the Hub

TRANSPORT & SERVICING

Our proposals seek to deliver a novel and effective transport strategy. We will provide cycling storage facilities to encourage sustainable transport and designed on an awarding system.

London Plan consultant on-site parking will be provided in the city with a number of facilities to encourage sustainable travel. This on-site parking could be shared and accessed via a lift off-site. A number of short-stay cycle parking would be provided to the building.

Cycle Parking

Our proposals include a total of 147 cycle parking spaces will be provided to accommodate the proposed level of parking usage in the proposed development. The 147 cycle parking spaces are split as follows:

- North Car Park, Upper level – 58 spaces
- North Car Park, Lower level – 52 spaces
- South Car Park, Upper level – 52 spaces
- South Car Park, Lower level – 25 spaces

The proposed amount of 147 cycle parking spaces will be located in the proposed development and the Car Park. Our proposals will also include on-site parking spaces to be used for overnight shared parking spaces available to the hub. This would include for long-stay parking spaces on Riverside Road, and for short-stay on Riverside Road and Crown Court.

Pedestrian and Cycling Strategy

The proposed development would provide a total of 14 outdoor cycle parking spaces for a total of 14 outdoor cycle parking spaces per week. These would be accommodated from the on-site parking spaces.

Each 1000sqm of office will also include the latest possible facilities, with new vehicles for the 1000sqm will allow on-site car parking.



PROPOSED PARKING & CIRCULATION

- RESIDENTS PARKING
- WAITROSE PARKING
- SERVICE CIRCULATION
- WAITROSE CIRCULATION
- RESIDENTS CIRCULATION

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Hotel Management
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THE HUB → CONSTRUCTION MANAGEMENT

[Back to The Hub](#)

CONSTRUCTION MANAGEMENT


We are committed to ensuring that the construction process is transparent, proactive and mitigates any potential impact on our neighbours. We will develop a detailed construction management plan to:

- Ensure compliance with current UK environmental legislation.
 - Ensure compliance with employer requirements.
 - Satisfy London & Camden's environmental requirements.
- Minimise any potential negative effects during construction, including how site-specific risk assessments and method statements will be developed to avoid, minimise and mitigate effects on the environment.

Prior to works commencing on site a newsletter will be issued to neighbours informing them of the project commencing with contact numbers listed. As part of this approach we will implement a number of measures to reduce the impact of construction on our neighbours including: Regular hand-held noise readings, taken from 1 metre from the proximate neighbours to ensure target levels are not compromised.


- Deliveries and collections to the site and starting of site plant machinery will be managed in a way to reduce the impact on residents as is reasonable.
 - The company will ensure a level of courtesy is maintained by all personnel at all times to local residents, site visitors and, the public.
- All persons working on site will be instructed to adhere to the highest standards in regard to environmental impacts, protecting the amenity of our immediate neighbours and local community.
 - Time restrictions on noisy works in line with guidance from the local authority.

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Transport & Servicing
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THE HUB → HAVE YOUR SAY

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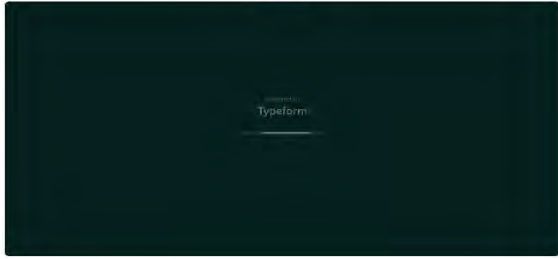
HAVE YOUR SAY

Thank you for taking the time to view our virtual exhibition. We want to hear your feedback on our emerging ideas for part of the under-utilised subterranean car park beneath The Brunswick Centre.


We will then reflect on the feedback received ahead of submitting a planning application to Camden Council.

If you have any other feedback or questions for the project team, please do get in touch via the details below:

- TheBrunwickCentre@kandaconsulting.co.uk
- 020 3900 3676



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Construction Management

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Appendix D: Exhibition Boards – First Stage of Consultation

WELCOME

THE
BRUNSWICK
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Lazari Investments are pleased to share their emerging ideas for the sensitive conversion of part of the underutilised car park beneath The Brunswick Centre to a subterranean highly sustainable hotel.

The car park in its current form does little to contribute to or support The Brunswick Centre and the wider area.

The proposals have been developed to respect the form and heritage of the building in order for it to contribute positively to the wider Brunswick context.



MEET THE TEAM



LAZARI

Lazari Investments is a private family-owned commercial property company. The business has a long history of investment within Camden. The ownership within the borough comprises 1.3m sq ft of commercial floorspace and a smaller but still significant residential portfolio. The Brunswick Centre has formed part of the portfolio since 2014.

AXIOM ARCHITECTS

Established in 1986, Axiom Architects is a leading practice in the hotel sector with offices in London, Lewes and Exeter.

Projects are partner-led, with the leadership team directly involved from RIBA stages 1-6. This ensures high quality design, commercial understanding and expertise.



GERALD EVE

Planning Consultant

KANDA CONSULTING

Engagement Consultant



THE SITE

THE
BRUNSWICK
CENTRE



The Brunswick Centre is a grade II listed building, functioning both as a residential and commercial shopping centre, containing 408 flats, various shops, cafés and restaurants, a Waitrose supermarket, and a Curzon cinema.

The Brunswick was originally conceived in the 1960's, it was a contemporary design that replicated the eighteen and nineteenth century terraces it replaced. The Brunswick has raked terraces of homes above shops on the ground floor and a subterranean carpark beneath. It was designed to be accessible from all sides, exclude through traffic and to build community. However, throughout the design period, the design fluctuated and in particular the tenure and mix of housing evolved, along with the site's ownership. More recently, the building underwent significant redevelopment between 2003 and 2006 to provide its current arrangement.

The existing car park is currently under-utilised due to increasingly more people choosing to use public transport, walk, or cycle into Central London.

Therefore, we believe the conversion of part of the carpark will help to safeguard the future of this important building.



OUR VISION

Our vision for the site is to repurpose part of the under-utilised 2 storey subterranean car park, delivering a sustainably driven smart hotel to complement the existing retail, dining and cultural attractions within the centre and surrounding area.

Our proposals include:



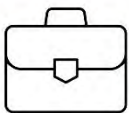
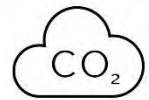
A hotel that will complement the existing uses at The Brunswick Centre. It will enhance the vitality of the centre with additional footfall for shops and restaurants.

Respecting the Grade II listed building and celebrating its heritage.



Providing new, high-quality visitor accommodation that is closely located to the surrounding amenity of the area.

Retaining the buildings existing structure where possible, thereby reducing the release of embodied carbon.

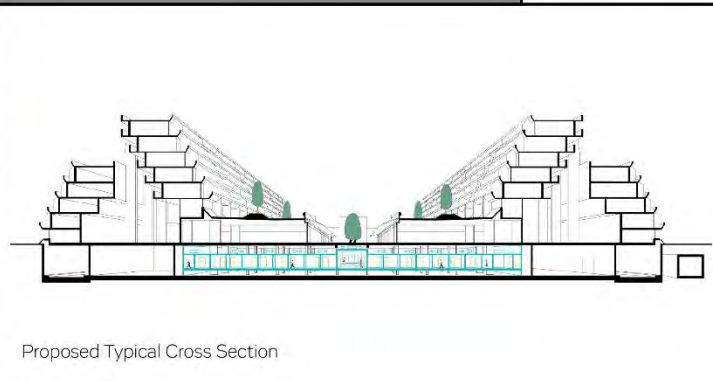


The operation of the hotel will provide jobs and opportunities locally.

Improving sustainable infrastructure, including the provision of cycle spaces for staff and guests and encouraging sustainable methods of transport to and from the site.



CGI of Proposed Reception



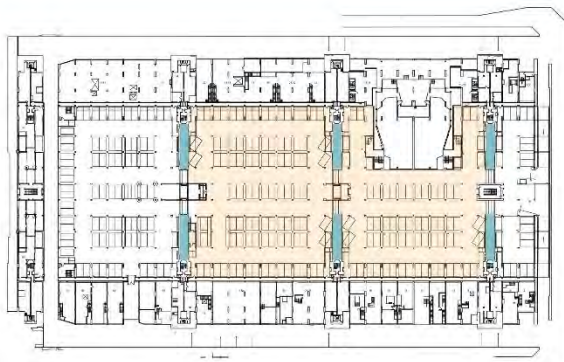
Proposed Typical Cross Section

OUR VISION

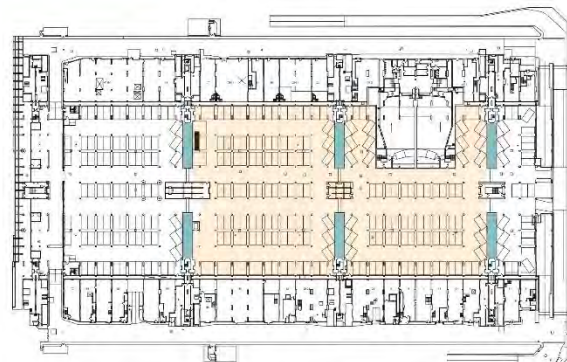
These diagrams show the area of intervention within The Brunswick Centre car park.

KEY

- Area of intervention
- Existing vent shafts to be re-used to accommodate plant space



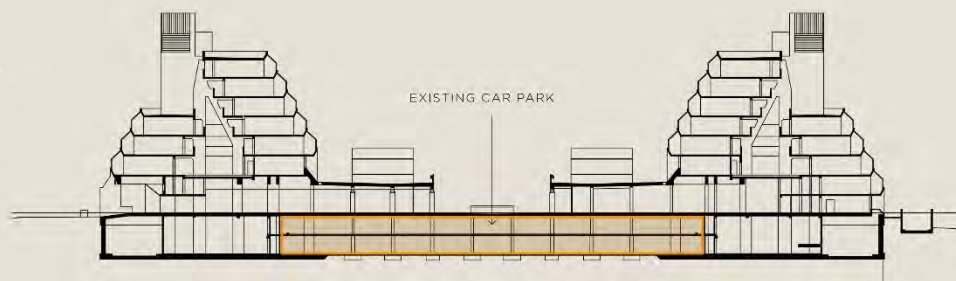
Existing Upper Basement



Existing Lower Basement

KEY

- Area of intervention



Existing Section A

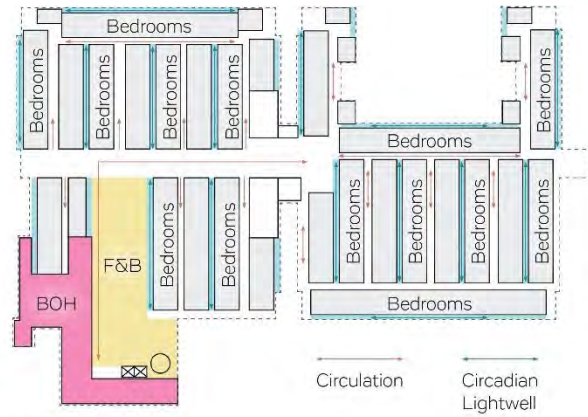


Existing Section B

OUR VISION

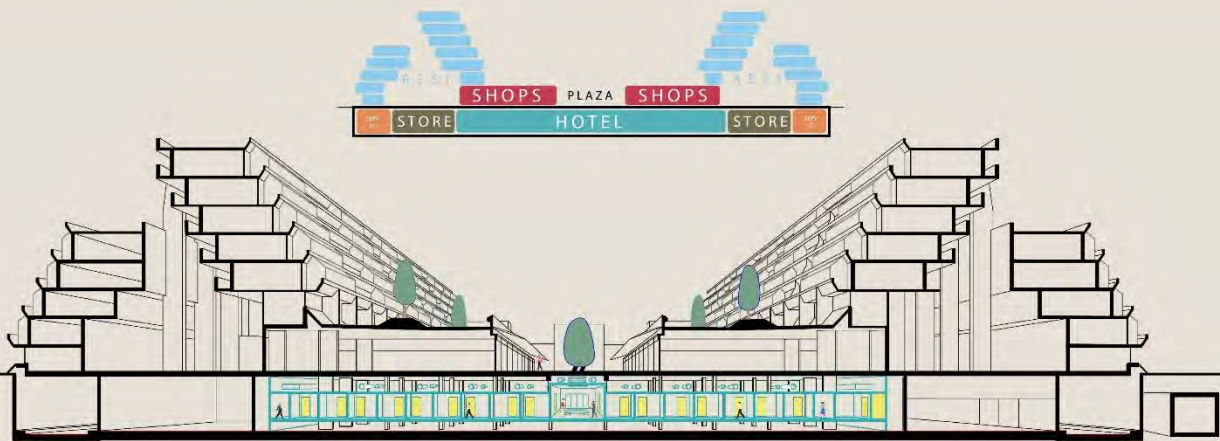
THE BRUNSWICK CENTRE

This diagram shows the layout of the proposed hotel.

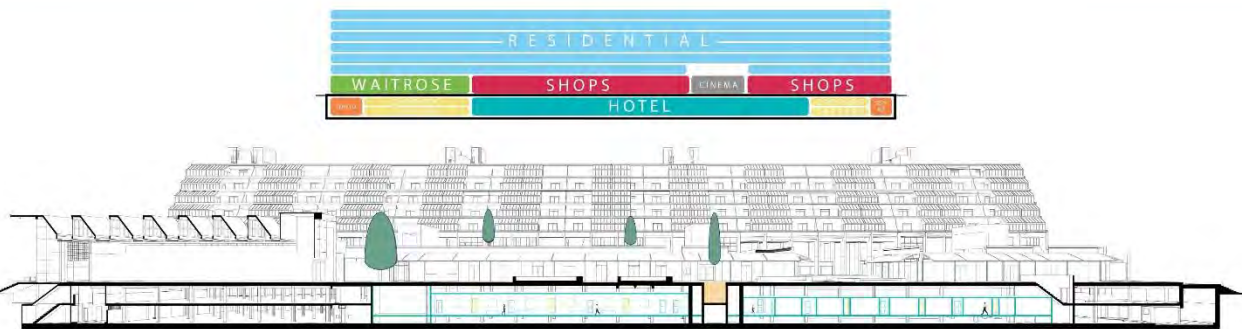


Hotel Level Concept

The diagrams below show how the proposed hotel use within part of the subterranean car park fits in relation to the uses of the rest of The Brunswick Centre.



Perspective Section East-West



Perspective Section North-South

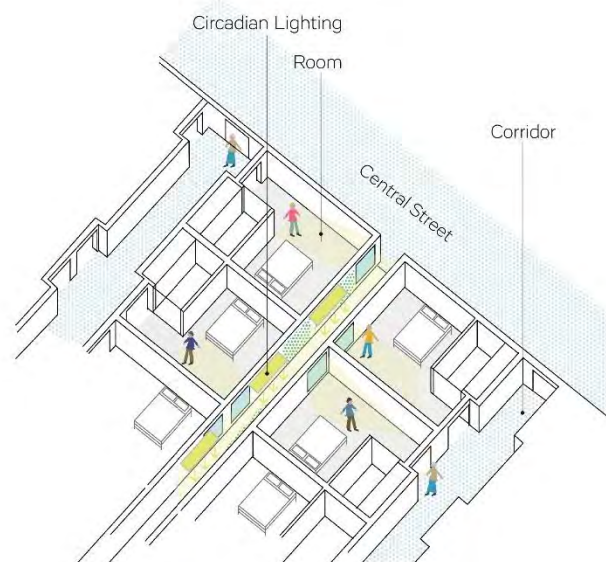
CIRCADIAN LIGHTING

CIRCADIAN LIGHTING

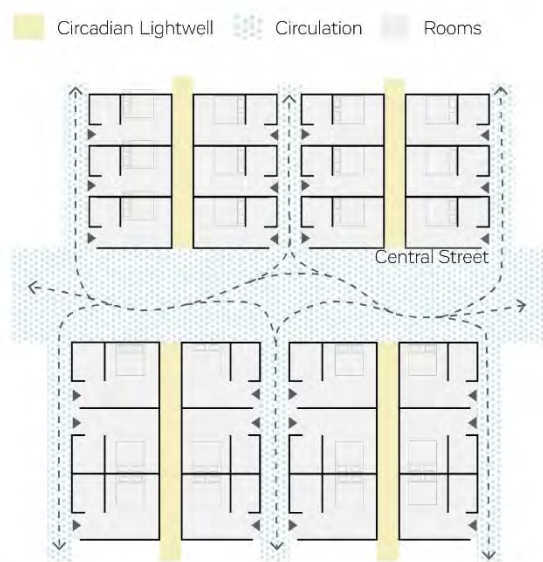
To improve the quality of the guest experience, innovative circadian lighting will be introduced and featured in the dining areas and in the bedroom lightwells.

Circadian lighting is designed to work in harmony with our internal clocks by regulating the use of electric lighting in line with the natural lighting cycle.

After extensive research and development, the circadian lights will be sourced from Finland. The latest daylight replication technology is used, providing a natural spectrum which mimics dawn until dusk.



Circadian Lighting Diagram



Circulation Diagram

CIRCADIAN LIGHTING - SPECTRA

After extensive research and development, the circadian lights (big sky) were sourced from Finland. A mock-up at an existing hotel photographed below, shows the dramatic impact to the bedroom. A comparison of the spectra compares natural daylight, Big Sky (circadian light) and a standard fluorescent.

Big Sky LED light technology utilises the latest daylight replication technology that provides a natural spectrum and mimics dawn until dusk.



View looking at circadian light

SUSTAINABILITY



The aspirations for the project are to create a high quality, amenity driven, high tech and sustainable hotel.

Our approach to sustainability includes:



Retaining the buildings existing structure, where possible, thereby reducing new material use and associated embodied carbon.



Incorporation of renewable technologies such as air source heat pumps to reduce the buildings operational carbon emissions.

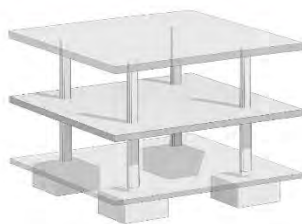


The hotel will be highly insulated to support low carbon operation, designed to retain heat efficiently without leading to problems of overheating.

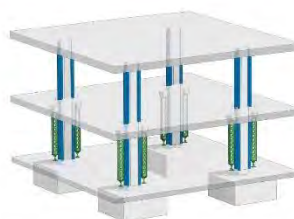
The existing car park level does not support the height of the proposed hotel or the minimum level required for the bedrooms. This means we will need to reset and design a new slab level. We therefore have proposed to lower the existing slab to create sufficient headroom whilst maintaining levels for servicing and drainage. By using this pioneering approach, retaining and lowering the existing slab, it is a significantly more sustainable construction process.

We are also targeting a minimum BREEAM rating of Excellent, with aspirations to achieve an Outstanding rating where possible.

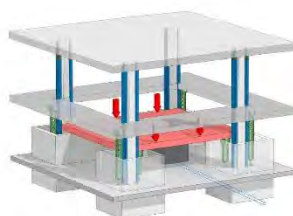
Our operational waste strategy is to be developed in line with the operator's goals, including not sending any routine operational waste to landfill.



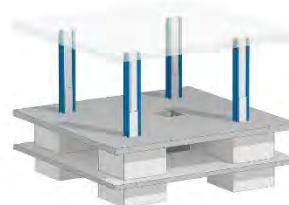
Existing Condition



Strengthening existing columns and prop slab



Cutting out smaller section of slab and lower with jacking



Final Condition

HOTEL MANAGEMENT



The hotel will be managed by Whitbread under their brand Premier Inn Hub.

The hotel would be publicly accessible between 7am and 11pm, after which time it will only be accessible to hotel guests with a key card to protect the amenity of surrounding residents.

Reservations for the hotel will be made either online, over the phone and/or in person at reservation kiosks with operational assistance. The Brunswick Centre itself is monitored by 24/7 CCTV and patrolled during the day and night. Additional security measures are being developed for the proposed hotel to complement the existing security. The hotel manager will also provide a designated community contact to ensure that any concerns can be dealt with in an efficient manner.

STAFFING AND TRAINING

Whitbread is committed to investing in the skills development of their current and future workforce. Whitbread aims to employ staff from the local area and surrounding areas for the hotel and lounge. They will work with the council's economic development and local procurement team, to discuss employment and skills objectives.



CGI of Proposed Lobby



CGI of Hotel Check-in Kiosks

MANAGEMENT OF THE GROUND FLOOR

A lounge and bar area at the lower ground floor within the hotel will be accessed from within the hotel. The bar will act as a meeting point for co-working, guests, and the public to enjoy the space, which will be actively managed and staffed during scheduled opening hours, subject to licensing.

Hotel management will liaise with local community policing to build a strong relationship and become a key part of the local community. There will be no additional areas that would be used for private hire. Our restaurant and bar will be available to all guests during licensed hours only.

TRANSPORT & SERVICING STRATEGY

THE
BRUNSWICK
CENTRE



Our proposals seek to deliver a new and effective transport strategy, providing cycling storage facilities to encourage sustainable transport, as well as designated on-site servicing points.



CYCLE PARKING

London Plan compliant cycle parking will be provided at the site with enhanced end of trip facilities to encourage sustainable methods of transport to and from the site. The long-stay cycle parking would be internal and accessed via a lift with suitable dimensions, whilst short-stay cycle parking would be external to the building.

CAR PARKING

Our planned removal of 157 parking spaces to facilitate the hotel aligns with the London Plan aspirations and the Camden Local Plan, as Policy T2 (Part C) of the Camden Local Plan, confirming that the Council supports the repurposing of existing car parks for alternative uses.

Our aspiration is to make use of the various disabled car parking bays within the vicinity of the site to cater for occasional overnight disabled parking associated with the hotel. This includes two disabled parking bays on Bernard Street outside Russell Square station, two on Handel Street and one on Coram Street. We are currently undertaking surveys to determine whether these proposals are sufficient to meet demand.



Current Car Park & Cycle Storage

DELIVERY AND SERVICING STRATEGY

The proposed hotel would require a total of 14 delivery / refuse collection visits over the course of a week, equating to 2 delivery visits per day on average. These would be accommodated from the on-site servicing areas.

Each Whitbread vehicle will aim to achieve the lowest possible emissions, with Whitbread committed to operating below current emissions standards with all new vehicles to the fleet being ultra low emission zone compliant.

CONSTRUCTION MANAGEMENT



We are committed to ensuring that the construction process is transparent, proactive and mitigates any potential impact on our neighbours.

As part of our approach we will develop a detailed construction management plan to:

- ✓ Ensure compliance with current UK environmental legislation.
- ✓ Ensure compliance with employer requirements.
- ✓ Satisfy the City of London & Camden's environmental requirements.
- ✓ Minimise any potential negative effects during construction, including how site-specific risk assessments and method statements will be developed to avoid, minimise and mitigate effects on the environment.
- ✓ Meet the requirements of the Company's Environmental Management System requirements in line with EN ISO 14001.

Prior to works commencing on site a newsletter will be issued to neighbours informing them of the project commencing with contact numbers established. The newsletter will be updated monthly and communicated as above.

Alongside this we will also establish measures to reduce the impact of construction upon our neighbours. This will include:

- Regular hand-held noise readings, taken from 1 metre from the adjacent sensitive / proximate neighbours to ensure target levels are not compromised.
- Deliveries and collections to the site and starting of site plant machinery will be managed in a way to reduce the impact on residents as far as reasonably practicable.
- The company will ensure a level of courtesy is maintained by all personnel at all times to local residents, site visitors and, the passing public.
- All persons working on the site will be advised that the highest priority relating to environmental impacts will be to maintain the quality of life to the highest level for all site neighbours and the local community at all times.
- Any time restrictions on noisy works to reduce noise disturbance to businesses as stipulated by the local authority will be adhered to.

NEXT STEPS



Thank you for attending our public exhibition on the future of The Brunswick Centre.

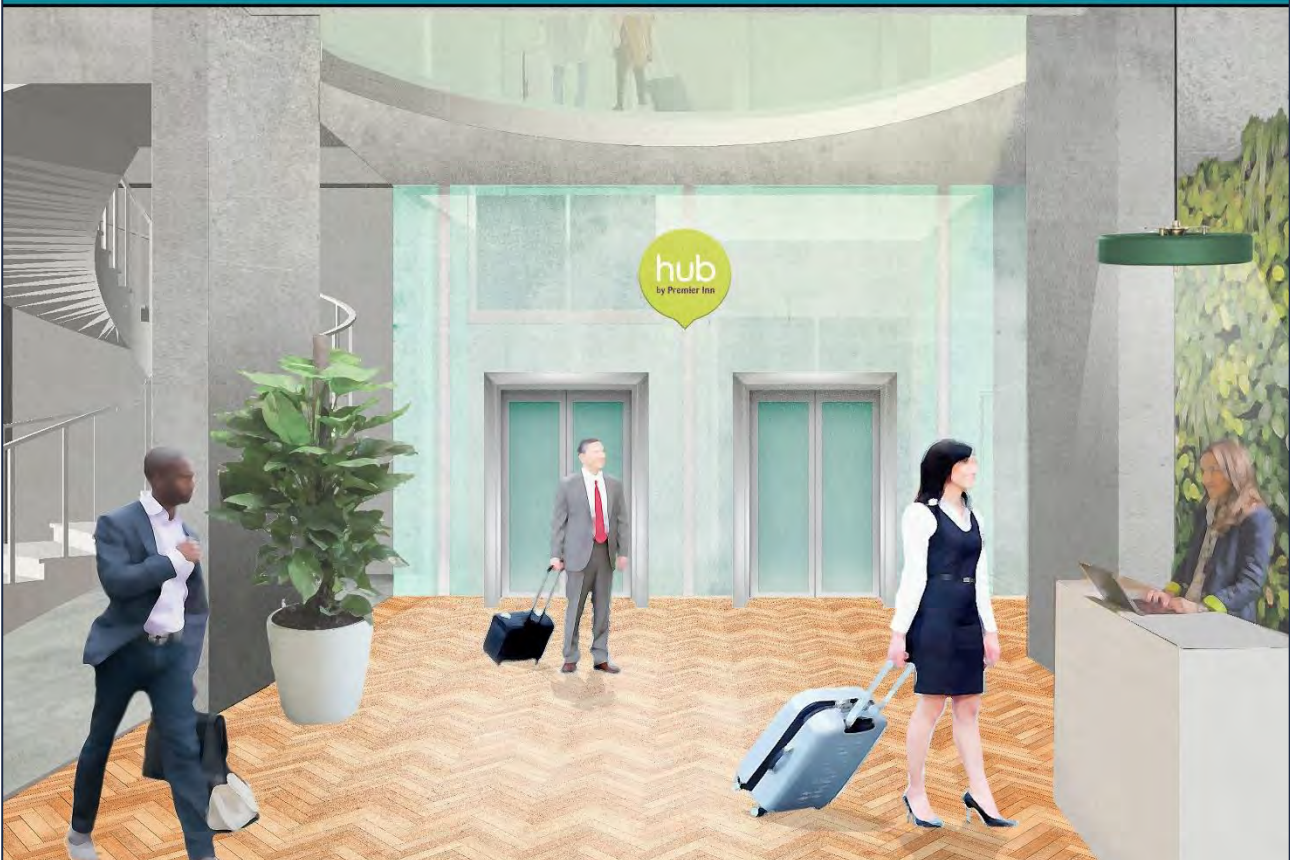
Your feedback is essential to us as we develop our proposals for the future of this important site. As such, we would be grateful if you could provide your feedback on our emerging ideas for the site by scanning the QR code below, or by handing in one of our feedback forms to a member of the project team.

We will then reflect on the feedback received before undertaking a further round of consultation on the detailed proposals ahead of submitting a planning application to Camden Council.

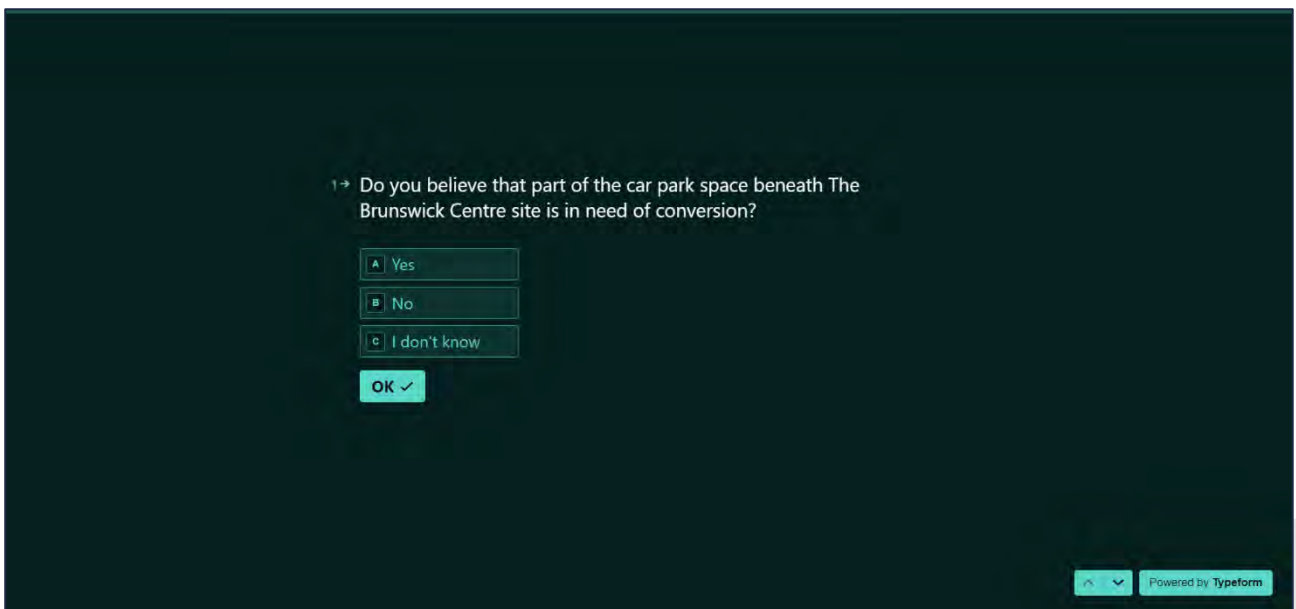
If you have any other feedback or questions for the project team, please do get in touch via the details below.

 TheBrunswickCentre@kandaconsulting.co.uk

 020 3900 3676



Appendix E: Online Feedback Form – First Stage of Consultation



2 → 1/2 Imagine a proposal for a sensitive conversion of part of the underground carpark at The Brunswick Centre. Which, if any, of the following would make you more likely to support the conversion?

Make between 1 and 3 choices

- A Environmentally friendly design
- B Attractive buildings
- C Jobs provided for local people
- D Better access routes in the local area
- E Green spaces
- F Properties that complement the character of the area
- G Local people involved in the consultation and design process
- H Well-lit outdoor spaces and buildings as a safety measure at night
- I Affordable housing for local people
- J More community facilities/services
- K Playspaces for children
- L More community facilities
- M New shops
- N New cafes or restaurants
- O Entertainment activities
- P Workspace for local people and businesses
- Q Educational facilities/services for local children
- R Educational facilities/services for teenagers/young adults
- S Other

OK ✓



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3 → 2/2 Please give a reason for your answer

Type your answer here...

OK ✓ press Enter ↵



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4 → How did you hear about the project?

Choose as many as you like

- A Newsletter in the post
- B Search engine (Google, Yahoo, etc.)
- C Social media
- D Recommended by a friend or colleague
- E Other

OK ✓

Powered by Typeform

5 → 1/2 Our vision for the site will see part of the underutilised car park space beneath The Brunswick Centre converted into a highly sustainable hotel, increasing the provision of visitor accommodation in the area.

To what extent do you agree/disagree with our approach?

- A Strongly agree
- B Somewhat agree
- C Neutral / no view
- D Somewhat disagree
- E Strongly disagree

OK ✓

Powered by Typeform

6 → 2/2 Please give a reason for your answer

Type your answer here...

Shift ⏏ + Enter ↵ to make a line break

OK ✓ press Enter ↵

Powered by Typeform

7 → (1/2) Based on the information on the virtual exhibition what are your thoughts on how the proposed hotel looks

- A I really like it/them
 - B I like it/them
 - C Neutral/no view
 - D I don't like it/them
 - E I really don't like it/them
-

Powered by **Typeform**

8 → (2/2) Please give a reason for your answer

Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

press Enter ↵

Powered by **Typeform**

9 → 1/2 The hotel will support the creation of a number of jobs through the construction process and through the operation of the hotel itself. To what extent do you agree/disagree with this approach?

- A Strongly Agree
 - B Somewhat Agree
 - C Neutral / No View
 - D Somewhat Disagree
 - E Strongly Disagree
-

Powered by **Typeform**

10 → 2/2 Please give a reason for your answer

Type your answer here,...

Shift ⌘ + Enter ↵ to make a line break

OK ✓ press Enter ↵

Powered by Typeform

11 → 1/2 The approach to construction, retaining the existing slab and thereby reducing the release of embodied carbon and disturbance from the construction works is welcome. To what extent do you agree with this statement?

- A Strongly Agree
- B Somewhat Agree
- C Neutral / No View
- D Somewhat Disagree
- E Strongly Disagree

OK ✓

Powered by Typeform

12 → 2/2 Please give a reason for your answer

Type your answer here,...

Shift ⌘ + Enter ↵ to make a line break

OK ✓ press Enter ↵

Powered by Typeform

13 → 1/2 The proposals to enhance the buildings sustainability credentials through the provision of air source heat pumps are welcome. To what extent do you agree with this approach?

- A Strongly Agree
- B Somewhat Agree
- C Neutral / No View
- D Somewhat Disagree
- E Strongly Disagree

OK ✓

Powered by Typeform

14 → 2/2 Please give a reason for your answer

Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

OK ✓ press Enter ↵

Powered by Typeform

15 → What best describes your connection to The Brunswick Centre? You can choose more than one option.

Choose as many as you like

- A I live in the area
- B I work in the area
- C I shop in the area
- D I study in the area
- E Other

OK ✓

Powered by Typeform

16 → Please let us know if you have any further comments

Type your answer here,...

Shift ⏎ + Enter ↵ to make a line break

OK ✓ press Enter ↵

Powered by Typeform

17 → All information you have given us will be treated confidentially and only used connection with the project. If you would like us to keep you updated with the project by email please select "Yes."

Y Yes

N No

OK ✓

Powered by Typeform

Appendix F: Newsletter – Second Stage of Consultation

THE BRUNSWICK CENTRE



WELCOME

Lazari are pleased to share detailed proposals for a best-in-class refurbishment and reuse of part of the 2 storey carpark beneath The Brunswick Centre, Bernard Street, WC1N 1BS. This will deliver a sustainably driven hotel providing high-quality visitor accommodation in the Bloomsbury area.

Our vision for the site is to repurpose part of the under used 2 storey car park beneath The Brunswick Centre. We will deliver a sustainable, smart hotel to improve the provision of visitor accommodation in the area.

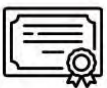
Our proposals include:



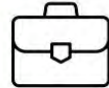
A hotel that will complement the existing uses at The Brunswick Centre. It will enhance the vitality of the centre with additional footfall for shops and restaurants.



Providing new, high-quality visitor accommodation that is close to retail, dining and cultural attractions within the centre and surrounding area.



Respecting the Grade II listed building and celebrating its heritage.



The operation of the hotel will provide jobs and opportunities locally.



Retaining the buildings structure where possible, thereby reducing the release of embodied carbon.



Improving sustainable infrastructure, including the provision of cycle spaces for staff and guests and encouraging sustainable modes of transport too and from the site.

We are committed to contributing positively to The Brunswick Centre and to the local area. We are therefore keen to understand what we can do to benefit the Brunswick Centre and support local residents.





HAVE YOUR SAY

We are keen to understand the views of our neighbours and the local community on our plans for the future of The Brunswick Centre.

We will also be organising two in-person drop-in sessions on our detailed proposals for the site at Unit 22, The Brunswick Centre, WC1N 1BS on:

- 📅 Saturday 17th June, 10am - 1pm
- 📅 Monday 19th June, 4pm - 7pm

If you are unable to attend this date you can view our emerging ideas by visiting our consultation website

- 🌐 www.brunswickcentreconsultation.com

You can provide your feedback on the proposals by scanning this QR code or contacting us on the details below.



Proposed hotel lobby

GET IN TOUCH

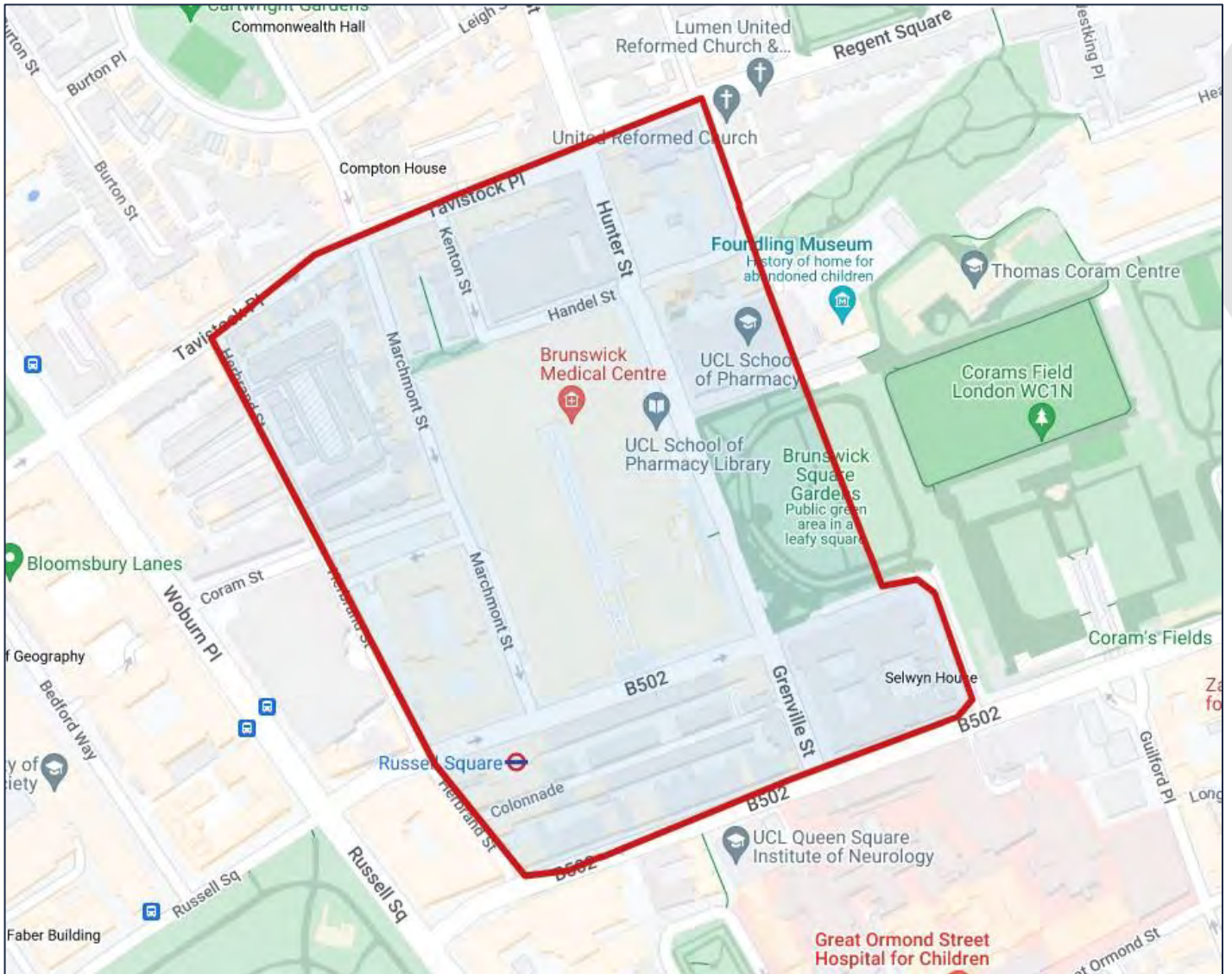
♻️ Recycle when no longer needed

If you have any further questions for the project team or wish to provide your feedback directly, please get in touch via the details below:

- ✉️ TheBrunswickCentre@kandaconsulting.co.uk
- ☎️ 020 3900 3676



Appendix G: Distribution Area



Appendix H: Exhibition Boards – Second Stage of Consultation

WELCOME

THE
BRUNSWICK
CENTRE

Welcome to the public exhibition on the proposals for a best-in-class refurbishment and reuse of part of the two-storey carpark beneath The Brunswick Centre, Bernard Street, WC1N 1BS. This will deliver a sustainably driven hotel providing high-quality visitor accommodation in the Bloomsbury area.

Our vision for the site is to repurpose part of the under used two-storey car park beneath The Brunswick Centre. We will deliver a sustainable, smart hotel to improve the provision of visitor accommodation in the area.

HAVE YOUR SAY

We want to understand the views of our neighbours and the local community on our updated plans for this part of The Brunswick Centre.

Once you have viewed the proposals, we would be grateful if you could complete our online feedback form by scanning the QR code. →

Members of the project team are available to discuss the proposals and respond to any questions you may have.



THE EXISTING SITE



The Brunswick Centre is a grade II listed building. It has both residential and commercial uses. There are 408 flats, various shops, cafés and restaurants, a Waitrose supermarket, and a Curzon cinema.

The Brunswick was originally constructed in the 1960s. The Brunswick has terraces of homes above shops on the ground floor and a carpark beneath. It was designed to be accessible from all sides.

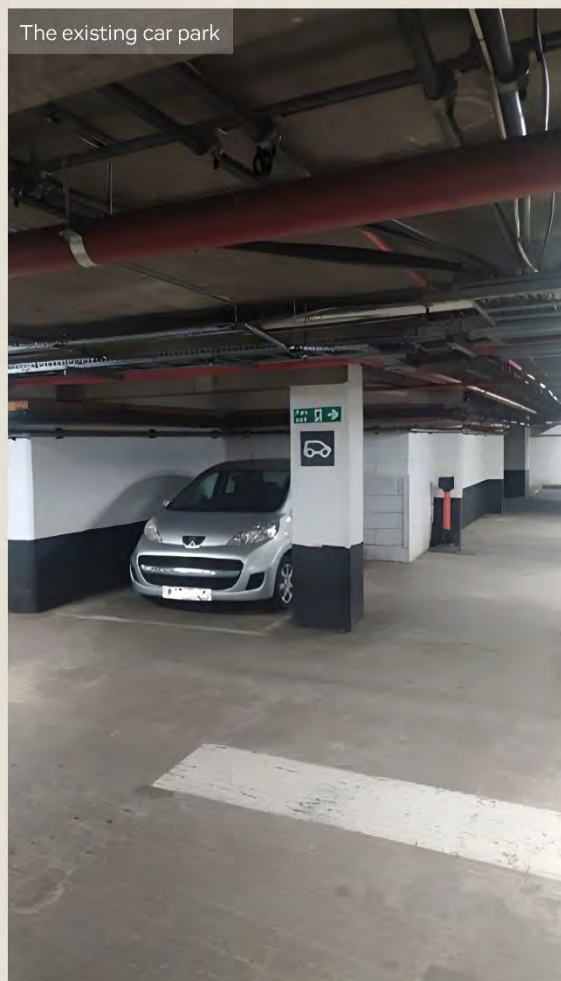
The existing car park is currently under-used due to more people choosing to use public transport, walk, or cycle into Central London.

Therefore, we believe the conversion of part of the carpark will make better use and help to safeguard the future of this important building. The Council's own policies support the reuse of carparks.

The existing car park



The existing car park



OUR VISION

Our vision for the site is to repurpose part of the under-used two-storey car park beneath The Brunswick Centre. We will deliver a sustainably driven smart hotel to complement and support the existing retail, dining and cultural attractions within the centre and surrounding area.

Our proposals include:



Providing new, high-quality visitor accommodation that is close to retail, dining and cultural attractions within the centre and surrounding area.

A hotel that will complement and support the existing uses at The Brunswick Centre. It will enhance the vitality of the centre with additional footfall for shops and restaurants.



Respecting the Grade II listed building and celebrating its heritage.

A modest lounge/bar for both guests and residents offering Wi-Fi facilities.



The construction and operation of the hotel will provide jobs and opportunities locally.

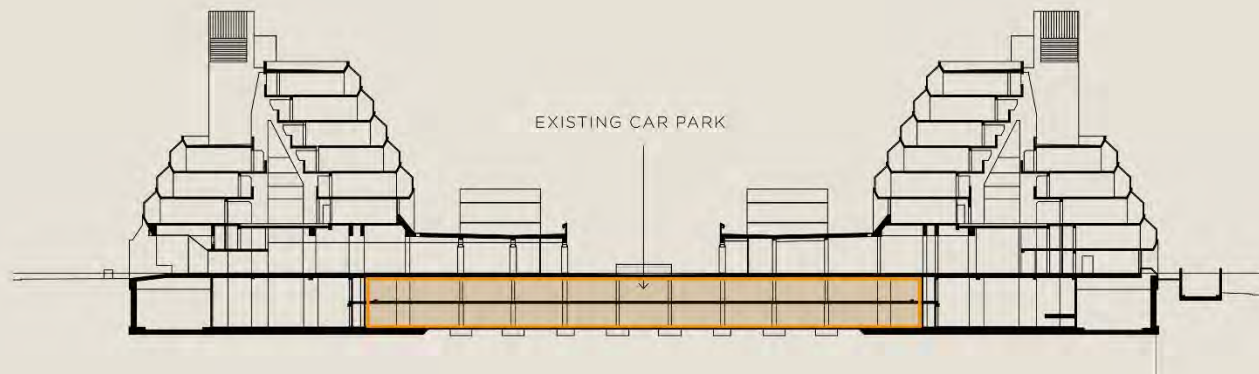
Retaining the buildings' structure as far as possible, to minimise environmental impact.



Improving sustainable travel infrastructure. This includes providing new cycle spaces for staff and guests.


OUR VISION

THE
BRUNSWICK
CENTRE

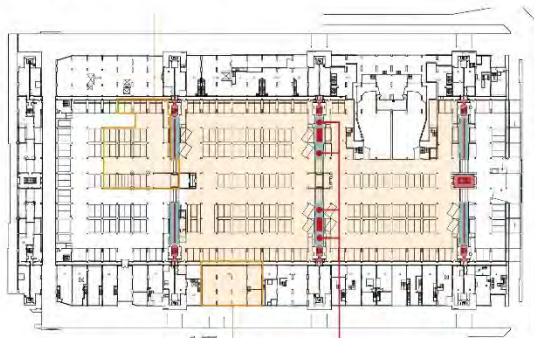


EXISTING CAR PARK

KEY

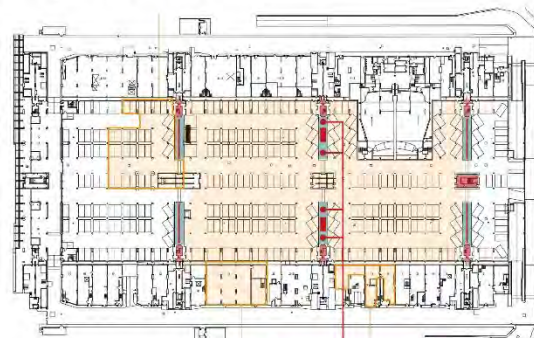
 Area of intervention

Existing Lower Basement




Existing vent shaft to be utilised to serve hotel


Existing Upper Basement



Existing vent shaft to be utilised to serve hotel

KEY

 Area of intervention

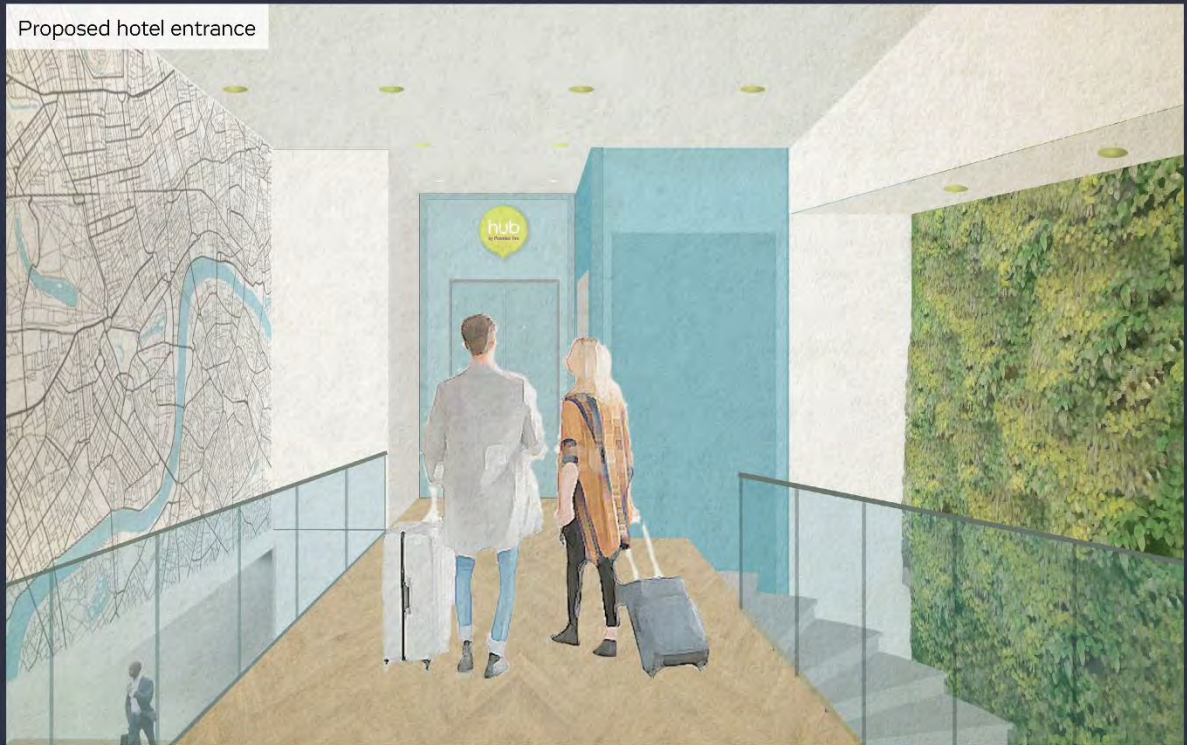
 Existing vent shafts to be re-used to accommodate plant space

OUR VISION

THE
BRUNSWICK
CENTRE



Proposed hotel entrance



CGI of Proposed Lobby

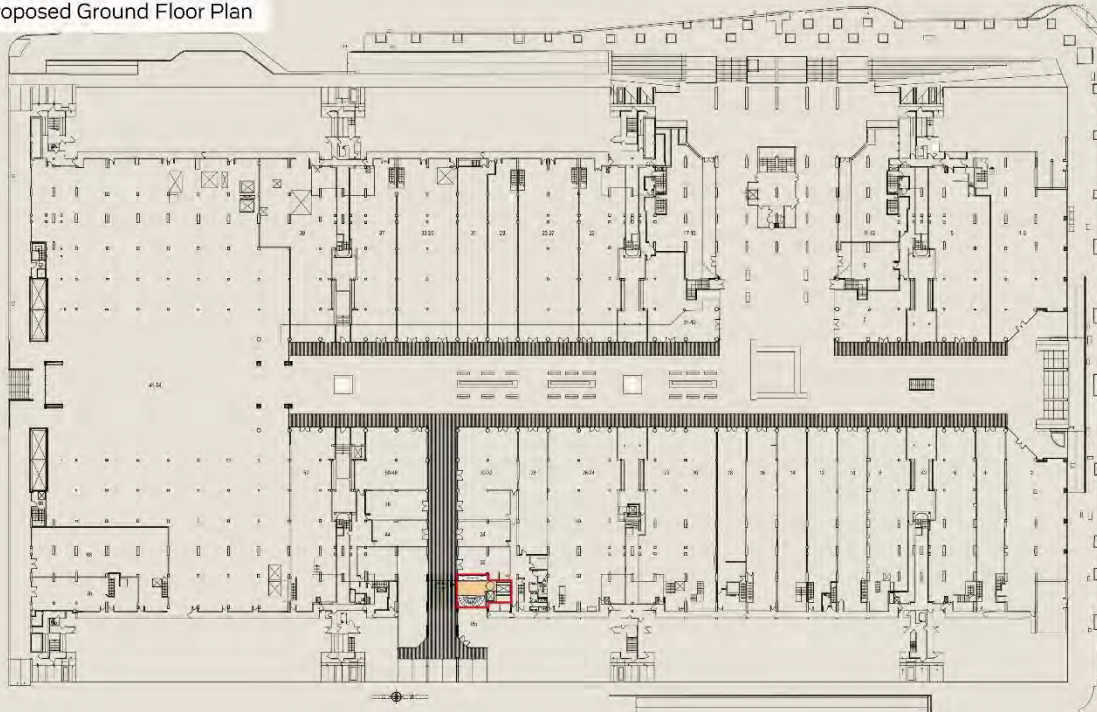


OUR VISION

THE
BRUNSWICK
CENTRE



Proposed Ground Floor Plan



Proposed Lower Basement Plan



BENEFITS

We believe that our proposals will deliver benefits for residents and visitors to The Brunswick Centre alike, as well as for the building itself, these include:



A sensitive and sustainably designed scheme that enhances The Brunswick Centre and respects its heritage.



Additional panels with the potential to support energy supply for communal areas.



A programme of concrete repairs to the most significant parts of the building to protect it for the future.



Support for the shops and restaurants of The Brunswick Centre.



Substantially improved cycle infrastructure including for residents, subject to discussion with Camden Council.



Improved lighting in communal areas and the piazza.



The operation and construction of the hotel will provide jobs and opportunities locally.



Contribution to improved public realm and facilities.



Solar panels to support the operation of the hotel.

CIRCADIAN LIGHTING



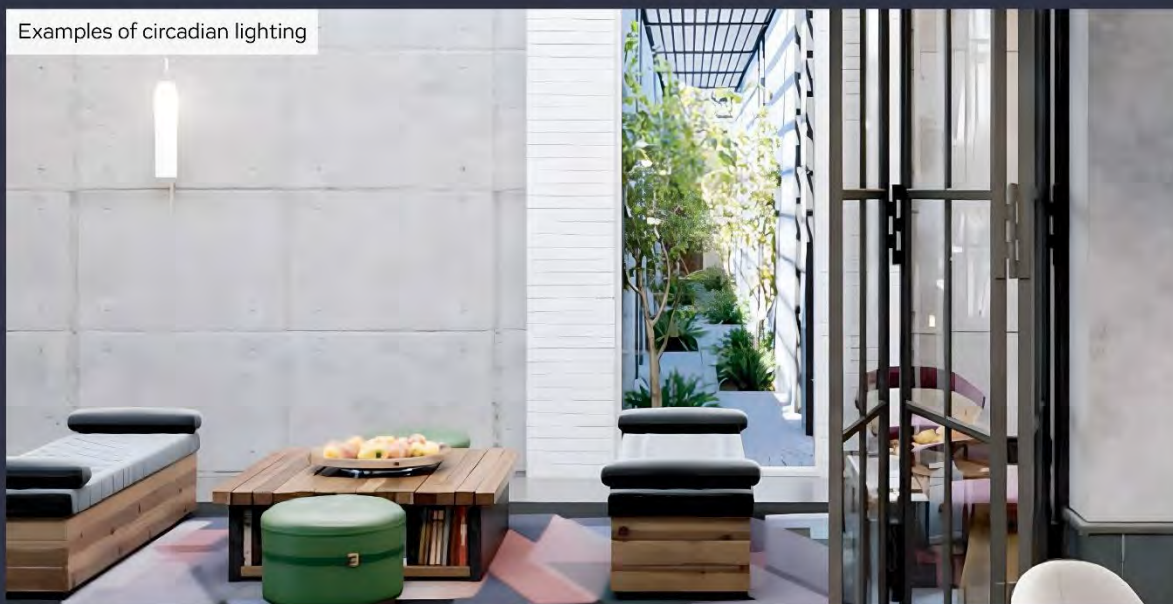
To improve the quality of the guest experience, innovative circadian lighting will be introduced. It will feature in the communal areas and in the bedroom lightwells.

Circadian lighting is designed to work in harmony with our internal clocks by regulating the use of electric lighting in line with the natural lighting cycle. The latest daylight replication technology is used, providing a natural spectrum which mimics dawn until dusk.

Examples of circadian lighting



Examples of circadian lighting



SUSTAINABILITY



The aspirations for the project are to create a high quality, amenity driven, high tech and sustainable hotel.

Our approach to sustainability includes:



Retaining the building's existing structure, where possible, thereby reducing new material use and associated embodied carbon.



Use of renewable technologies such as air source heat pumps and photovoltaics to reduce the building's operational carbon emissions.



The hotel will be highly insulated to support low carbon operation, designed to retain heat efficiently.

LOWERING THE SLAB

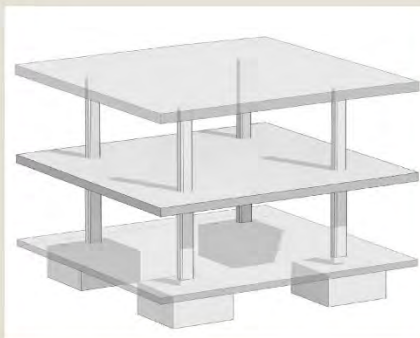


The existing car park level does not support the floor to ceiling heights required for a hotel. Therefore, rather than demolishing the existing and installing a new slab we have proposed to lower the existing slab to create sufficient headroom and maintain levels for servicing and drainage. We will achieve this through strengthening the existing columns and propping the slab, before dividing the existing slab and lowering each section in turn as demonstrated by the diagrams below.

Lowering the Slab:

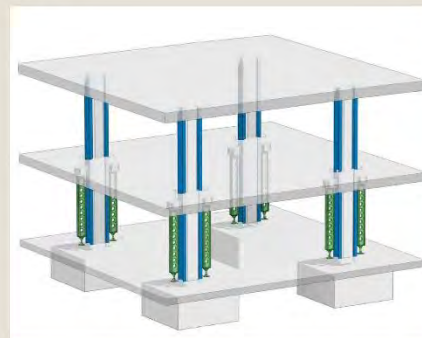
Lowering the slab rather than breaking means we are actively reducing the levels of embodied carbon released through the construction process in addition to minimising the level of disruption to residents living above The Brunswick Centre. Our approach will see significantly fewer vehicular movements to and from the site resulting in less congestion on local roads and disruption for residents. This approach will result in a significantly reduced impact on our neighbours, because it will be less noisy and cause less vibration. This approach will expend a tenth of the carbon when compared to demolishing and reconstructing.

01



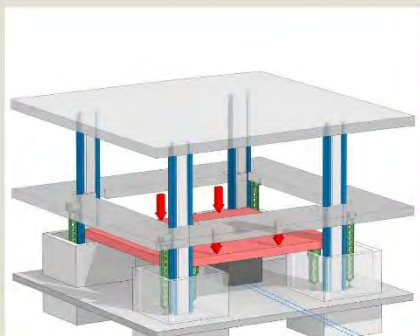
Existing Slab Condition

02



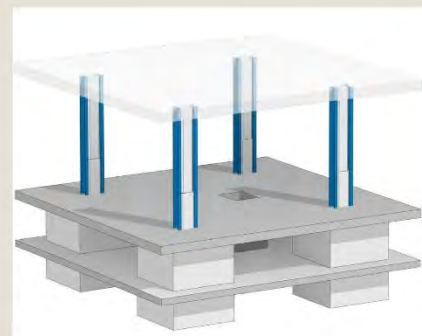
Strengthening existing columns and prop slab

03



Cut out smaller section of slab and lowering with jacking

04



Final condition

CONSTRUCTION MANAGEMENT



We are committed to ensuring that the construction process is transparent, proactive and mitigates any potential impact on our neighbours. We will develop a detailed construction management plan to:



Ensure compliance with current UK environmental legislation.



Satisfy the GLA & Camden's environmental requirements.



Ensure compliance with employer requirements.



Minimise any potential negative effects during construction, including how site-specific risk assessments and method statements will be developed to avoid, minimise and mitigate effects on the environment.

In the lead up to and during the construction process we will keep in close contact with residents, to minimise the impacts of construction and work with them to address any concerns they may have.

Prior to works commencing on site a newsletter will be issued to neighbours informing them of the project commencing with contact numbers listed. As part of this approach, we will implement a number of measures to reduce the impact of construction on our neighbours including:



Real time noise and vibration monitoring based on a traffic light system that will immediately notify the site team if trigger levels, as set out by the local authority, are close to or being exceeded.



All persons working on site will be instructed to adhere to the highest standards in regard to environmental impacts, protecting the amenity of our immediate neighbours and local community.



Deliveries and collections to the site and starting of site plant machinery will be managed in a way to reduce the impact on residents as far as possible.



Time restrictions on noisy works in line with guidance from the local authority.



The company will ensure a level of courtesy is maintained by all personnel at all times to local residents, site visitors and the public.

HOTEL MANAGEMENT

THE
BRUNSWICK
CENTRE



The hotel will be managed by Whitbread under their brand Premier Inn Hub.

The hotel will be publicly accessible between 7am and 11pm. Outside of these hours access will be available to checked in guests by way of a keycard access system and to other guests outside these times by prior arrangement with the hotel.

Reservations for the hotel will be made either online, over the phone and/or in person at reservation kiosks with operational assistance. The Brunswick Centre itself is monitored by 24/7 CCTV and patrolled during the day and night. Additional security measures are being developed for the proposed hotel to complement the existing security. The hotel manager will also provide a designated community contact to ensure that any concerns can be dealt with in an efficient manner.

STAFFING AND TRAINING

Whitbread is committed to investing in the skills development of their current and future workforce. Whitbread aims to employ staff from the local area and surrounding areas for the hotel and lounge. They will work with the council's economic development and local procurement team, to discuss employment and skills objectives.



CGI of Proposed Lobby

MANAGEMENT OF THE GROUND FLOOR

A lounge and bar area at the lower ground floor within the hotel will be accessed from within the hotel. The bar will act as a meeting point for co-working, guests, and the public to enjoy the space, which will be actively managed and staffed during scheduled opening hours, subject to licensing.

Hotel management will liaise with local community policing to build a strong relationship and become a key part of the local community. There will be no additional areas that would be used for private hire. Our restaurant and bar will be available to all guests during licensed hours only.



CGI of Hotel Check-in Kiosks

We understand that it is important that we minimise the impact of our proposals on The Brunswick Centre residents. Our approach actively reduces any potential impact on neighbouring properties in the following ways:



Space heating and cooling will be provided through air source heat pump condenser units on the roof of The Brunswick Centre.



The hotel will be ventilated through existing shafts that currently ventilate the car park. These would become redundant if not utilised by the hotel.



These will be appropriately mounted and acoustic enclosures shall be provided to prevent vibration or noise to the apartments below.



Solar panels will be hidden behind the building parapet and will not be visible from the surrounding public realm.



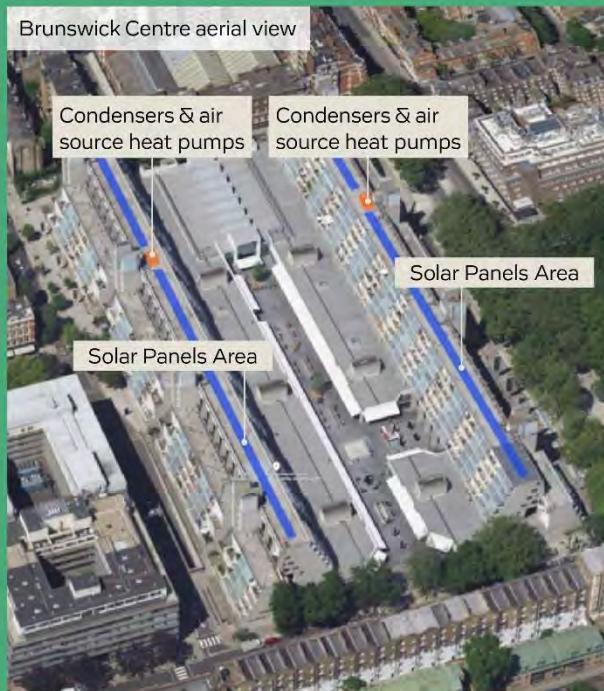
The ventilation strategy for the hotel shall be comprised of a mix of continuous supply and extract ventilation to guest rooms.



Domestic hot water shall be generated by air source heat pumps located at roof level. The air source heat pumps will be installed on anti-vibration mounts and within an acoustic enclosure to prevent noise and vibration being transmitted to apartments below.



Solar panels shall be located on the roof to serve the hotel.



TRANSPORT & SERVICING STRATEGY



Our proposals seek to deliver a new and effective transport strategy. We will provide cycling storage facilities to encourage sustainable transport and designated on-site servicing points.

CYCLE PARKING

London Plan compliant cycle parking will be provided at the site with enhanced end of trip facilities to encourage sustainable travel. The long-stay cycle parking would be internal and accessed via a lift with suitable dimensions. Short-stay cycle parking would be external to the building.



CAR PARKING

Under our proposals, a total of 162 parking spaces will be retained, accommodating the surveyed level of parking usage in the current residential car park. The distribution of these is as follows:

- North Car Park, Upper level - 58 spaces
- North Car Park, Lower level - 63 spaces
- South Car Park, Upper level - 16 spaces
- South Car Park, Lower level - 25 spaces

The planned removal of 372 parking spaces to facilitate the hotel aligns with the London Plan aspirations and the Camden Local Plan.

Our proposals will use the disabled car parking bays close to the site to cater for overnight disabled parking associated with the hotel. This will include the two disabled parking bays on Bernard Street, and the three located on Bernard and Coram Street.

DELIVERY AND SERVICING STRATEGY

The proposed hotel would require a total of 14 delivery / refuse collection visits over the course of a week, equating to 2 delivery visits per day on average. These would be accommodated from the on-site servicing areas.

Each Whitbread vehicle will aim to achieve the lowest possible emissions, with all new vehicles to the fleet being ultra low emission zone compliant.

HAVE YOUR SAY

THE
BRUNSWICK
CENTRE



We are eager to understand the views of our neighbours ahead of submitting a planning application to Camden Borough Council.

We would therefore be grateful if you could provide your feedback on our detailed proposals by filling out one of our physical feedback forms and including any questions you may have to members of the project team.

Alternatively, you can fill out your feedback form online by visiting:



www.thebrunswickcentreconsultation.com or by scanning the QR code



We will then take some time to consider the feedback received before submitting our planning application.

If you have any further feedback or questions for the project team, please do get in touch via the details below:



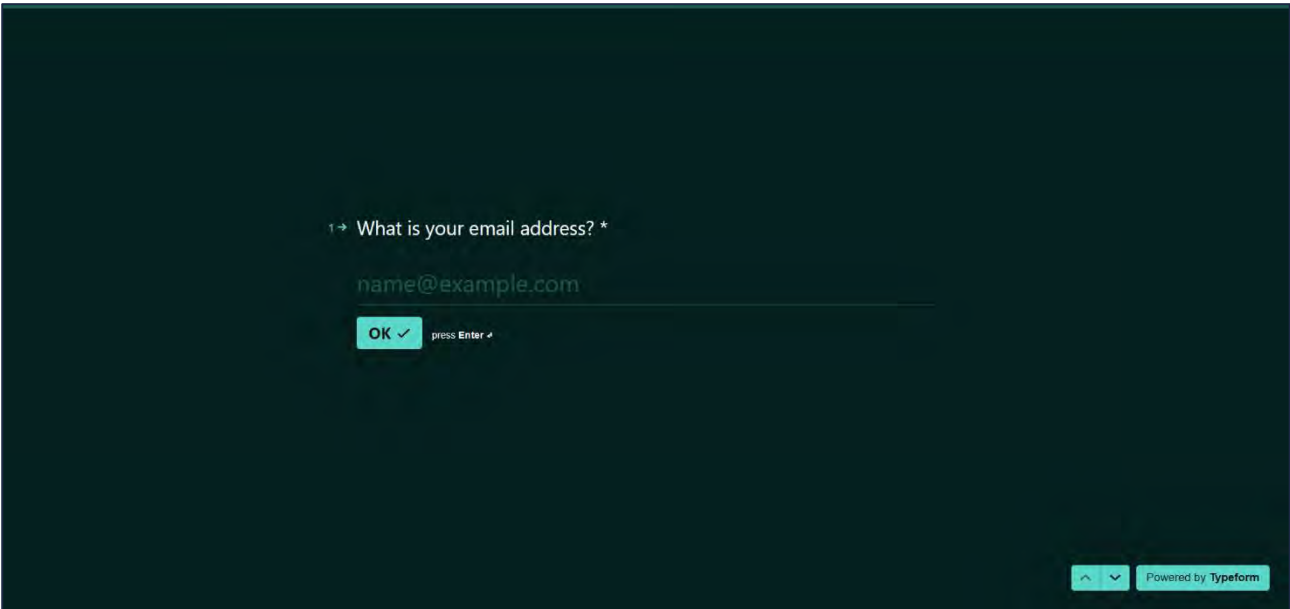
TheBrunswickCentre@kandaconsulting.co.uk



020 3900 3676



Appendix I: Online Feedback Form – Second Stage of Consultation



2 → What is your postcode? *

Type your answer here...

press Enter ↵

^ v Powered by **Typeform**

3 → Do you believe that part of the car park space beneath The Brunswick Centre site is in need of conversion?

^ v Powered by **Typeform**

4 → 1/2 Imagine a proposal for a sensitive conversion of part of the underground carpark at The Brunswick Centre. Which, if any, of the following would make you more likely to support the conversion?

Make between 1 and 3 choices

- A Environmentally friendly design
- B Attractive buildings
- C Jobs provided for local people
- D Better access routes in the local area
- E Green spaces
- F Properties that complement the character of the area
- G Local people involved in the consultation and design process
- H Well-lit outdoor spaces and buildings as a safety measure at night
- I Affordable housing for local people
- J More community facilities/services
- K Playspaces for children
- L More community facilities
- M New shops
- N New cafes or restaurants
- O Entertainment activities
- P Workspace for local people and businesses
- Q Educational facilities/services for local children
- R Educational facilities/services for teenagers/young adults
- S Other

OK ✓

Powered by Typeform

Powered by Typeform

5 → 2/2 Please give a reason for your answer

Type your answer here...

OK ✓ press Enter ✓

Powered by Typeform

6 → How did you hear about the project?

Choose as many as you like

- A Newsletter in the post
- B Search engine (Google, Yahoo, etc.)
- C Social media
- D Recommended by a friend or colleague
- E Other

OK ✓

7 → 1/2 Our vision for the site will see part of the underutilised car park space beneath The Brunswick Centre converted into a highly sustainable hotel, increasing the provision of visitor accommodation in the area.

To what extent do you agree/disagree with our approach?

- A Strongly agree
- B Somewhat agree
- C Neutral / no view
- D Somewhat disagree
- E Strongly disagree

OK ✓

8 → 2/2 Please give a reason for your answer

Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

OK ✓ press Enter ↵

9 → (1/2) Based on the information on the virtual exhibition what are your thoughts on how the proposed hotel looks

- A I really like it/them
 - B I like it/them
 - C Neutral/no view
 - D I don't like it/them
 - E I really don't like it/them
-

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10 → (2/2) Please give a reason for your answer

Type your answer here...

Shift ⌘ + Enter to make a line break

press Enter

Powered by Typeform

11 → 1/2 The hotel will support the creation of a number of jobs through the construction process and through the operation of the hotel itself. To what extent do you agree/disagree with this approach?

- A Strongly Agree
 - B Somewhat Agree
 - C Neutral / No View
 - D Somewhat Disagree
 - E Strongly Disagree
-

Powered by Typeform

12 → 2/2 Please give a reason for your answer

Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

OK ✓ press Enter ↵



Powered by Typeform

13 → 1/2 The approach to construction, retaining the existing slab and thereby reducing the release of embodied carbon and disturbance from the construction works is welcome. To what extent do you agree with this statement?

- A Strongly Agree
- B Somewhat Agree
- C Neutral / No View
- D Somewhat Disagree
- E Strongly Disagree

OK ✓



Powered by Typeform

14 → 2/2 Please give a reason for your answer

Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

OK ✓ press Enter ↵



Powered by Typeform

15 → 1/2 The proposals to enhance the buildings sustainability credentials through the provision of air source heat pumps are welcome. To what extent do you agree with this approach?

- A Strongly Agree
 - B Somewhat Agree
 - C Neutral / No View
 - D Somewhat Disagree
 - E Strongly Disagree
-

Powered by **Typeform**

16 → 2/2 Please give a reason for your answer

Type your answer here...

Shift ⌘ + Enter to make a line break

press Enter

Powered by **Typeform**

17 → What best describes your connection to The Brunswick Centre? You can choose more than one option.

Choose as many as you like

- A I live in the area
 - B I work in the area
 - C I shop in the area
 - D I study in the area
 - E Other
-

Powered by **Typeform**

18 → Please let us know if you have any further comments

Type your answer here...

Shift ⌘ + Enter ↵ to make a line break

OK ✓ press Enter ↵

Powered by Typeform

19 → All information you have given us will be treated confidentially and only used connection with the project. If you would like us to keep you updated with the project by email please select "Yes."

Y Yes

N No

OK ✓

Powered by Typeform

20 → How old are you?

A Under 18

B 18-24

C 25-34

D 35-44

E 45-55

F 55-64

G 65+

H I prefer not to say

OK ✓

Powered by Typeform

21 → Which of the following most accurately describe(s) you?

Choose as many as you like

- A Female
- B Male
- C Transgender
- D Non-binary
- E Intersex
- F Prefer not to say
- G Other

OK ✓



Powered by Typeform

22 → How would you describe your ethnic group?

- A Asian or Asian British
- B Black or Black British
- C Mixed
- D White
- E Other

OK ✓



Powered by Typeform

23 → Do you consider yourself to be a disabled person?

- A Yes
- B No
- C Prefer not to say

OK ✓



Powered by Typeform

24 → What is your religion, even if you are not currently practising?

- A Buddhist
- B Christian (including Church of England, Catholic, Protestant, and all other Christian denominations)
- C Hindu
- D Jewish
- E Muslim
- F Sikh
- G No religion
- H Other

Submit



Powered by **Typeform**

Appendix J: TRA Meeting Presentation – Second Stage of Consultation



The Team

THE BRUNSWICK CENTRE

LAZARI INVESTMENTS	AXIOM ARCHITECTS	GERALD EVE	KANDA CONSULTING

Our Vision

Our vision for the site is to repurpose part of the under-used 2 storey car park beneath The Brunswick Centre. We will deliver a sustainably driven smart hotel to complement and support the existing retail, dining and cultural attractions within the centre and surrounding area.



A hotel that will complement the existing uses at The Brunswick Centre. It will enhance the vitality of the centre with additional footfall for shops and restaurants.



Respecting the Grade II listed building and celebrating its heritage.



Providing new, high-quality visitor accommodation that is closely located to the surrounding amenity of the area.



Retaining the buildings' structure as far as possible, to minimise environmental impacts.



The operation and construction of the hotel will provide jobs and opportunities locally.



Improving sustainable travel infrastructure. This includes providing new cycle spaces for staff and guests.

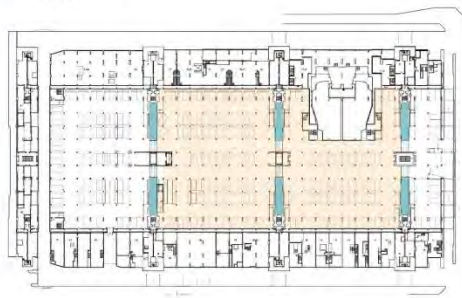


A modest lounge/bar for both guests and residents offering Wifi facilities.

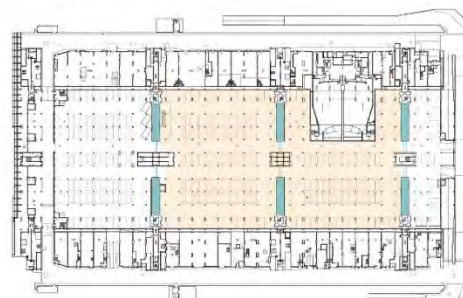
Area of Intervention

These diagrams show the area of intervention within The Brunswick Centre car park.

Existing Upper Basement



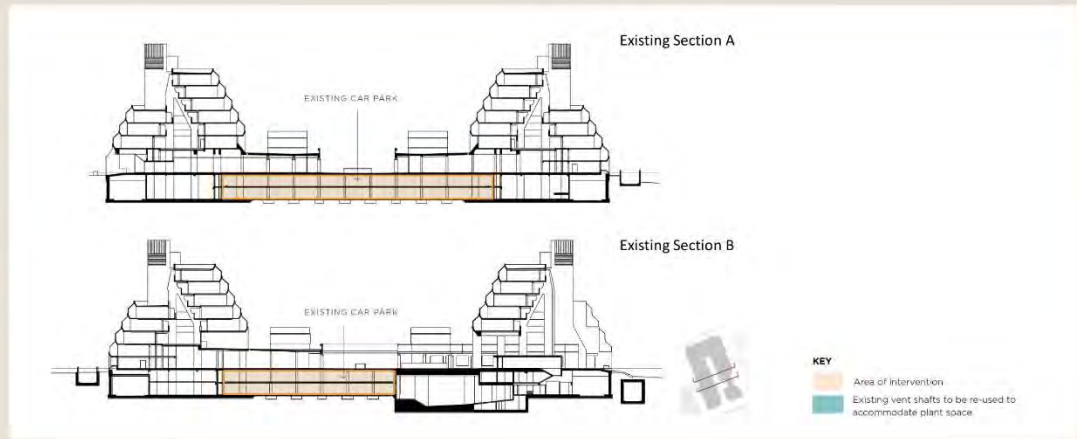
Existing Lower Basement



KEY
 Area of Intervention
 Existing vent shafts to be re-used to accommodate plant space

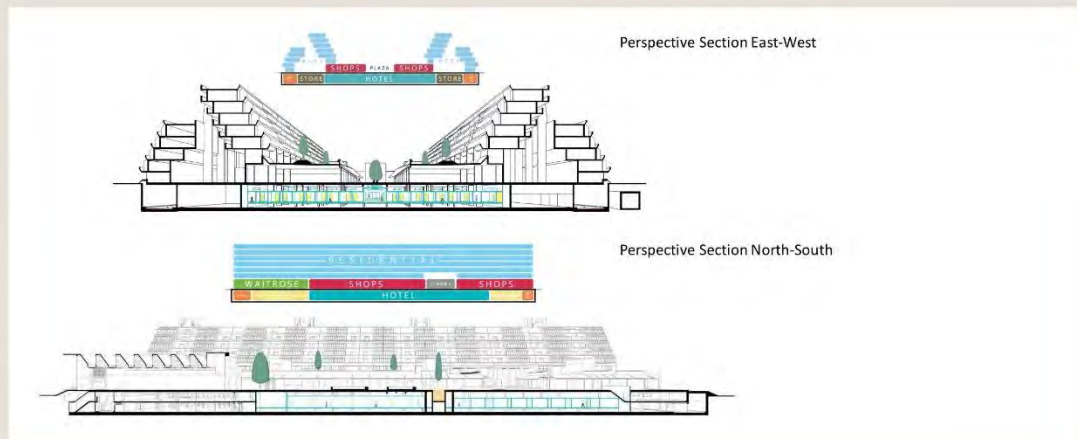
Area of Intervention

These diagrams show the area of intervention within The Brunswick Centre car park.



Our Vision

The diagrams below show how the proposed hotel use within part of the subterranean car park fits in relation to the uses of the rest of The Brunswick Centre.



Circadian Lighting

To improve the quality of the guest experience, innovative circadian lighting will be introduced. It will feature in the communal areas and in the bedroom lightwells.

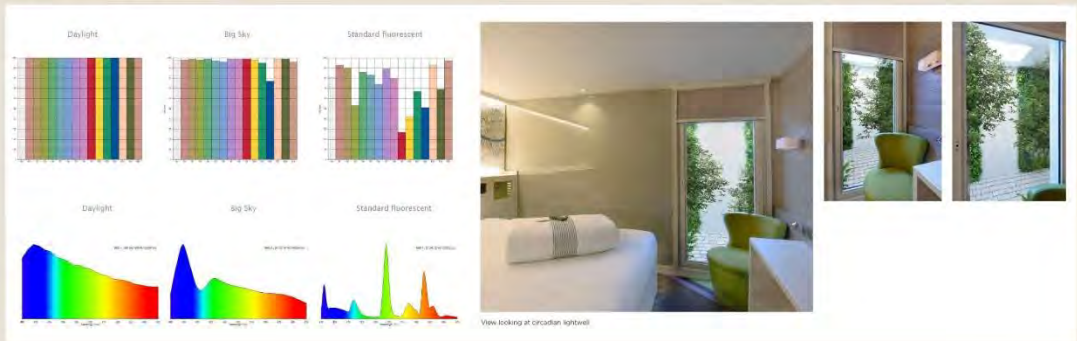
Circadian lighting is designed to work in harmony with our internal clocks by regulating the use of electric lighting in line with the natural lighting cycle. The latest daylight replication technology is used, providing a natural spectrum which mimics dawn until dusk.



Circadian Lighting - Spectra

After extensive research and development, the circadian lights (big-sky) were sourced from Finland. A mock-up at an existing hotel photographed below, shows the dramatic impact to the bedroom. A comparison of the spectra compares natural daylight, Big Sky (circadian light) and a standard fluorescent.

Big Sky LED light technology utilises the latest daylight replication technology that provides a natural spectrum and mimics dawn until dusk.



Public Benefits

We believe that our proposals will deliver benefits for residents and visitors to The Brunswick Centre alike, as well as for the building itself, these includes:



A sensitive and sustainably designed scheme that enhances The Brunswick Centre and respects its heritage.



Additional panels with the potential to support energy supply for residents



Support for restaurants and hotels of the Brunswick centre.



A programme of concrete repairs to the most significant parts of the building to protect it for the future.



Contribution to improved public realm and facilities.



Improved lighting in communal areas and the piazza.



Substantially improved cycle infrastructure particularly for residents.

Sustainability

The aspirations for the project are to create a high quality, amenity driven, high tech and sustainable hotel. Our approach to sustainability includes:



Retaining the buildings existing structure, where possible, thereby reducing new material use and associated embodied carbon.



Solar panels to support the operation of the hotel.



Incorporation of renewable technologies such as air source heat pumps to reduce the buildings operational carbon emissions.



The hotel will be highly insulated to support low carbon operation, designed to retain heat efficiently without leading to problems of overheating.

Lowering the Slab

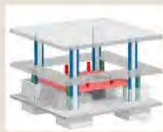
Lowering the slab rather than breaking means we are actively reducing the environmental impact of the construction process. It will also minimise disruption to residents living above because it will be less noisy and cause less vibration. Furthermore, our approach will see significantly fewer vehicular movements to and from the site resulting in less congestion on local roads and disruption for residents.



Existing Condition



Strengthening existing columns and prop slab



Cutting out smaller section of slab and lower with jacking



Final Condition



HTS animation

Hotel Management

The aspirations for the project are to create a high quality, amenity driven, high tech and sustainable hotel. Our approach to sustainability includes:



Operated by Whitbread under their brand premier inn hub.



Publicly accessible, measures in place to address late night disruption.



Jobs and opportunities for local people



The lounge space will be publicly accessible as a place to meet, socialise and relax.



CGI of Proposed Lobby

Transport & Servicing Strategy

Our proposals seek to deliver a new and effective transport strategy, providing cycling storage facilities to encourage sustainable transport, as well as designated on-site servicing points.



London Plan Compliant cycle parking will be provided at the site with enhanced end of trip facilities to encourage sustainable modes of transport



Long stay cycle parking will be internal, whilst short stay would be external to the building



Our planned removal of 157 parking spaces to facilitate the hotel aligns with the London Plan and the Camden local plan.



Disabled parking bays will be utilised to accommodate occasional overnight disabled parking associated with the hotel



Current Car Park & Cycle Storage

Construction Management

We are committed to ensuring that the construction process is transparent, proactive and mitigates any potential impact on our neighbours.



Ensure compliance with nationwide environmental legislation and the GLA & Camden's environmental local policies.



All persons working on site will be advised that the highest priority relating to environmental impacts will be to maintain the quality of life for all site neighbours and the local community.



Minimise any potential negative effects during construction, including how site-specific risk assessments and method statements will be developed to avoid minimise and mitigate effects on the environment.



Designated "noisy works period" which will be followed by quiet periods to minimise disruption on our neighbours.



Deliveries and collections on the site and the starting of site plant machinery will be managed in a way to reduce the impact on residents as possible.

Next Steps

We will also be holding two drop in sessions at unit 22, The Brunswick Centre WC1N 1BS, on the following dates:



Saturday 17th June, 10am-1pm
Monday 19th June, 4pm-7pm

If you are unable to attend these sessions. You can view our proposals in more detail on our dedicated consultation website:



TheBrunswickCentreConsultation.com

Timeline



Submission: July 2023



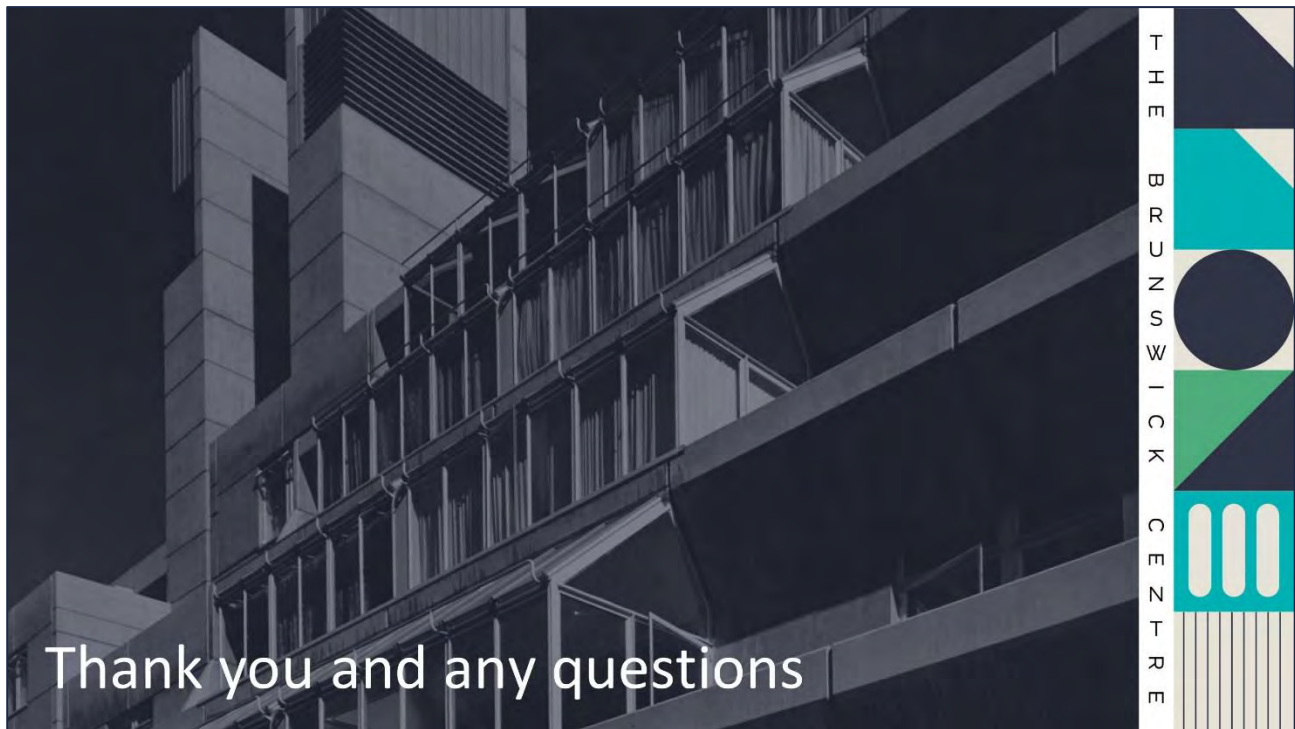
Works start on site: Autumn 2023



Anticipated completion date: Q3 2025



CGI of Proposed Lobby



Thank you and any questions