



THE BRUNSWICK CENTRE BLOOMSBURY HUB PROPOSAL



DESIGN & ACCESS STATEMENT



BLOOMSBURY
CINEMA

BLOOMSBURY
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01.01

SUMMARY



This Design and Access Statement supports an application for Full Planning Permission and listed building consent, to convert the two storeys under-utilised car park of the Brunswick Centre into a hotel use.

Full Planning Permission is sought for:
“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 level, installation of PV panels at roof level, and associated works.”

Concurrently, 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.”

The application is submitted on behalf of Lazari Properties 2 Limited. It is anticipated that the hotel will be operated by Whitbread Plc as a hub by Premier Inn, which will offer high-tech, smaller, affordable rooms to add choice and a range of accommodation to the area.

Development objectives :

- Lazari Properties 2 Limited objective is to repurpose the existing under-utilised subterranean car park of the Brunswick Centre to deliver 207 highly sustainable hotel rooms, making better use of this Central London site.
- The proposals will respect and celebrate the integrity of the Grade II brutalist building with minimum intervention and improvement to its historic fabric.
- The development will provide much needed visitor accommodation utilising innovative circadian lighting, which will ensure the accommodation is of a very high standard in terms of amenity.
- Ancillary F&B (Food & Beverage) offer will provide space for hotel guests and local residents alike.
- The new hotel will increase much needed footfall in and around the Brunswick Centre, helping to maintain and improve its vibrancy and vitality and to ensure its long-term future.

The strong contemporary design reflects the needs and aspirations of the development.

01.02 TEAM

CONSULTANT TEAM

An experienced team of consultants have been working on the proposals to bring forward a well considered design.

CLIENT
Greater london house,
Hampstead Rd, London
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HERITAGE CONSULTANT
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ACOUSTIC CONSULTANTS
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PROJECT MANAGERS
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PLANNERS
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Mortimer St, London
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LIFTS CONSULTANTS
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Collingtree, Northampton
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STRUCTURAL ENGINEERS
16 Chart Street
London
N1 6DD



LANDSCAPE CONSULTANTS
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Bury Saint Edmunds
IP33 3PA



BUILDING SERVICES ENGINEERS
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London
W1W 5PF



COMMUNICATION CONSULTANTS
44 - 48 Paul St,
London
EC2A 4LB



01.02 TEAM

L A Z A R I I N V E S T M E N T S L T D

Lazari Investments is one of three business groups in the UK that are directly or beneficially owned by the Lazari family. Since its established by the late Christos Lazari, the company has been actively investing in London’s property market for 47 years. Lazari operates across eight estates located in central London, with a portfolio of 3.05 million square feet of commercial real estate including office, retail, hotels and healthcare. Major occupiers with the group include CBRE, ASOS, Diageo, Bauer Media and Fujitsu.

The group has garnered numerous awards for their developments, most recently earning three BCO awards in categories such as Best Commercial Workplace at The Lantern NW1, Best Fit Out at 16 Great Marlborough Street, W1 and Best Corporate Workplace at Henrietta House, W1. Lazari Investments’ commitment to sustainability is evident in all three sites. The buildings incorporate a range of measures designed to promote wellbeing and sustainability. By prioritising sustainability and wellbeing in their projects, Lazari has achieved BREEAM and WELL accreditations, with their buildings attaining “Excellent” and “Gold” standards. Lazari plan to their upgrade entire portfolio to these levels over the next 12 years.

To ensure the benefits of their properties extend not only to their clients but also to the surrounding communities, Lazari stays at the forefront of ESG (Environmental, Social, and Governance) requirements. They understand that the quality of life in the communities they serve is a significant factor and, therefore, proactively tackle commercial challenges to deliver buildings of the highest quality.



23 Savile Row, London



The Lantern, 75 Hampstead Road, London



Greater London House, Hampstead Road, London



Henrietta House, Henrietta Place, London



25 Berkeley Square, London



50 Pall Mall, London



Fenwick's New Bond Street store, London

01.02 TEAM

W H I T B R E A D

HUB BY PREMIER INN

hub by Premier Inn is a city centre hotel brand from Whitbread Plc, the UK's largest hospitality company. Compact, contemporary and connected, hub by Premier Inn hotels offer high-quality, great value hotel design in central locations with high footfall.

Whitbread currently operates twelve hub by Premier Inn hotels in London and Edinburgh including two hotels in the City of London at Bank and Great Tower Street. All hub by Premier Inn hotels are operated directly by Whitbread, a FTSE 100 company.

The hub by Premier Inn brand offers:

- Affordable hotel accommodation for popular, connected and central locations
- Contemporary style combined with excellent connectivity
- Space-efficient design with compact bedrooms meticulously designed around guests' needs
- High-quality en-suite bathrooms with monsoon showers
- Universal appeal to both business and leisure travellers
- Standard, double and universally accessible bedrooms at all locations
- Proven positive guest feedback and Trip Advisor scores

The F&B areas in hub by Premier Inn hotels are deliberately light touch. The hotels feature a through-the-day 'Lounge' format, with a quality bar offering and a menu focusing on serving light bites and snacks. The Lounge format is not designed to compete with established restaurants, cafés and bars.

hub by Premier Inn hotels are technology enabled, with free Wi-Fi throughout and 40" smart TVs in the hotel bedrooms, and offer the high-standards of cleanliness, service and sleep that Whitbread-operated hotels are known for. All team members at hub by Premier Inn hotels are employed directly by Whitbread.

More information on the hub by Premier Inn brand is available here: <https://www.premierinn.com/gb/en/hub.html>



hub - Dacre Street, London



hub - Dacre Street, London



hub - Dacre Street, London



hub - St Swithin's Lane, London



hub - Rose Street, Edinburgh



hub - Kings Cross, London



hub - Dacre Street, London



hub - Kings Cross, London



hub - Brick Lane, London

01.02 TEAM

A X I O M A R C H I T E C T S

PRACTICE PROFILE

Axiom Architects are a leading practice in the hotel and hospitality sector. Designing and delivering multiple hotel projects, with contracts ranging from 10m-100m, delivering in excess of £500m in total value.

We have achieved multiple planning approvals across London and the South East,

The practice comprises architects, architectural technicians and interior designers. Our projects are partner led, so our leadership team is directly involved from RIBA stages 1-6 working with the client at concept stage, all the way through to working with contractors when novated..

We pride ourselves on high quality, design led projects with beautiful materials. Underpinned with technical rigour and commercial awareness, we understand the commercial challenges clients face to deliver quality buildings.

We are pro-active in our ideas and problem solving, and work well in collaborative environments.

Axiom Architects are also Hotel Programme Champions at the New London Architecture and contribute to their programme of talks and events.

We have members of our staff closely involved with discussions around the hospitality sector with James Mitchell partner for our London office chairing the expert panel for high streets.



PI Hub - Angel Court, London



PI Hub - Angel Court, London



229-243 Shepherd's Bush Road, Hammersmith, London



PI Hub - 21 Tothill Street, Westminster, London

THE EXISTING BUILDING

02.01 INTRODUCTION

The Grade II listed Brunswick Centre is an iconic landmark mega-structure of multiple functions. Its revival in 2006 improved the pedestrian concourse, with the installation of new shopfronts to the west end of the arcade, boosted its standing as a retail and leisure destination.

The Brunswick Centre offers identity, distinctiveness, social interaction, coherence and serves as a landmark in the wider area as a place where people live, shop, eat and rest. The current mix of uses includes residential, retail, leisure and car park.

Located at the heart of Bloomsbury it is a key location for tourists and a great site to offer overnight accommodation due to its high Public Transport Accessibility, as well as the cultural offerings in the surrounding area.

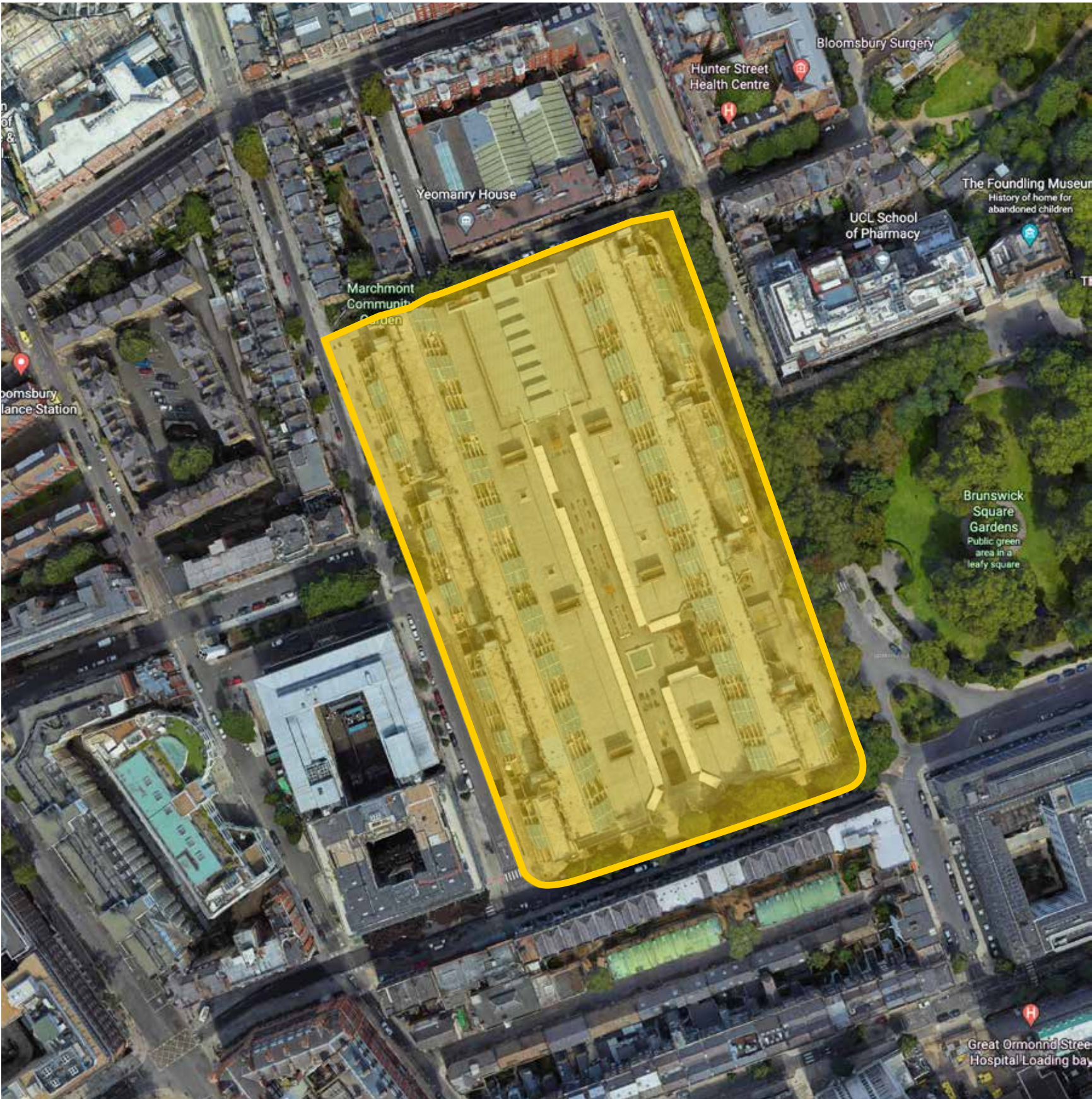
The dramatic stepped apartment structures of the residential accommodation arranged around a hollow asymmetrical circulation, and the elongated open space forming the access to the flats are all design moves of the modernist era that make the building a unique space. The separation of functions and their relationship with each other is significant of the modernist movement ideas.

One architectural element of the Brunswick Centre is the separation between cars and pedestrians. However, due to changing travel habits and shifts towards more sustainable modes of transport, the 532-space subterranean car park has become underutilised. The car parking areas are considered to be of low heritage value. The separation of the car park allows a development that will make good use of the space, while remaining sympathetic and unimposing to the wider structure.

The development will fit unobtrusively into the daily lives of the residents by serving as an integrated addition to the site.



HISTORIC STREET VIEW BERNARD ST.

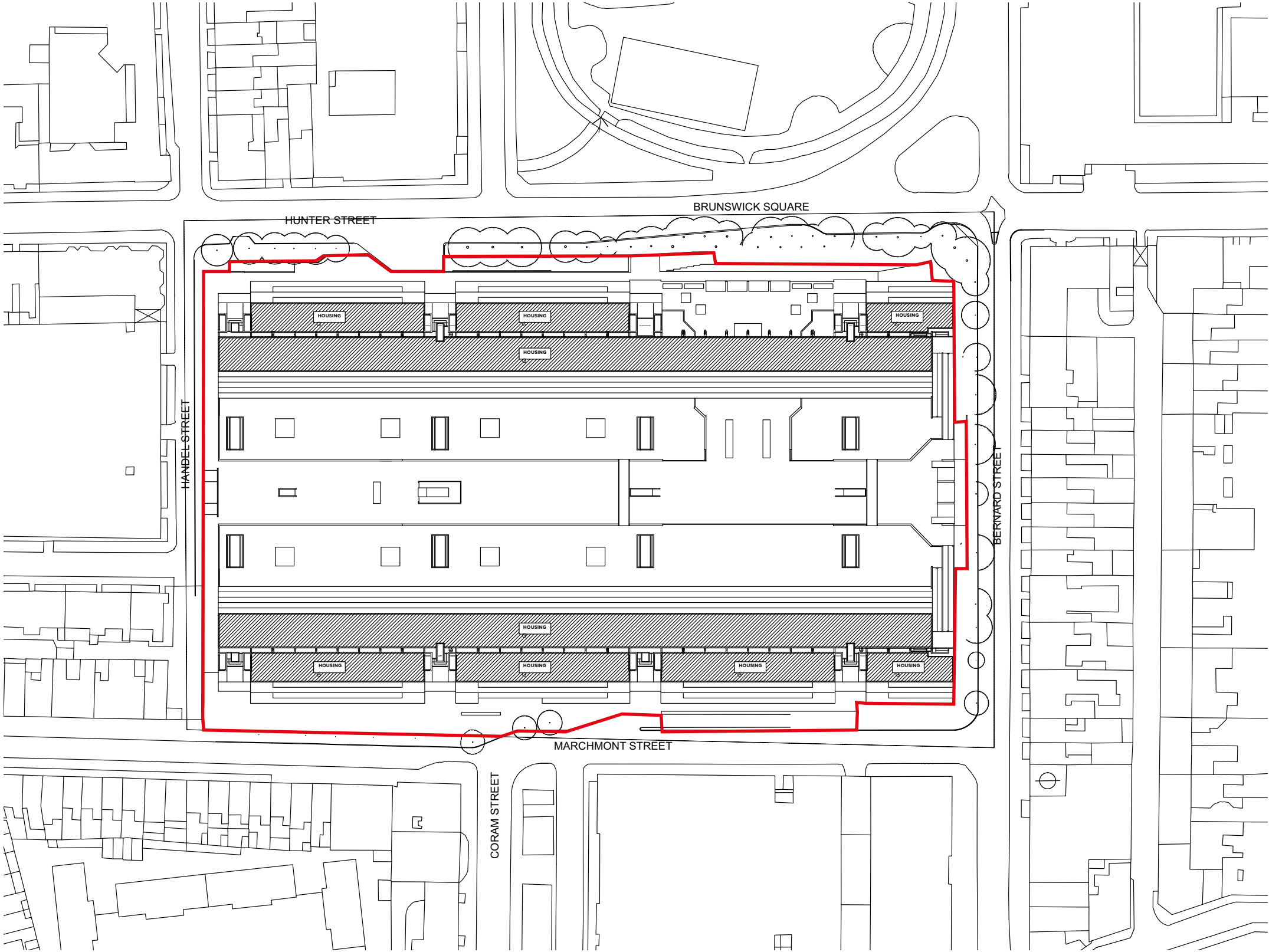


BRUNSWICK AERIAL VIEW

02.02
SITE PLAN

KEY

The Brunswick Centre

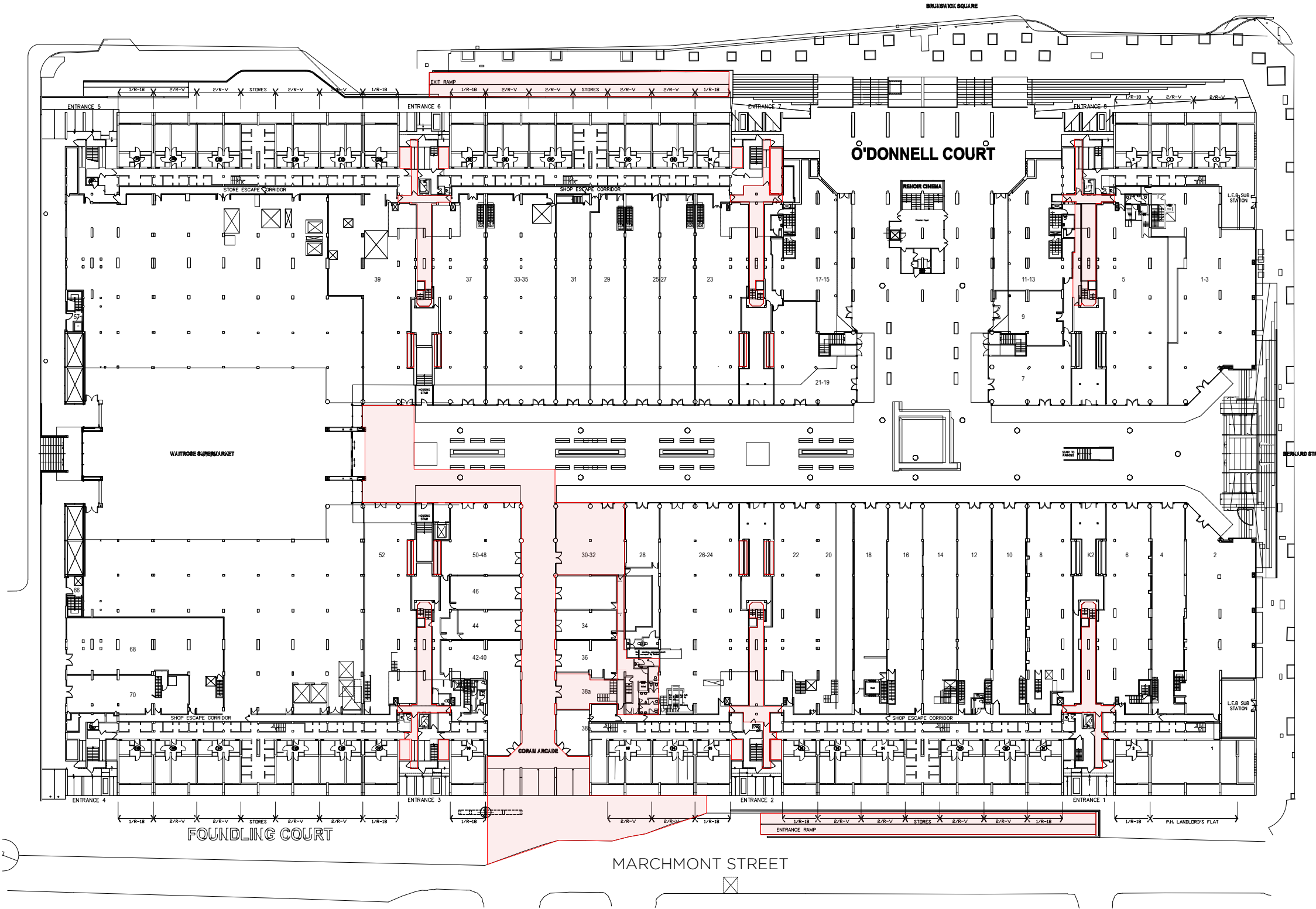


02.03

EXISTING GROUND FLOOR PLAN

KEY

Planning
Application
and Listed
Building Consent
Application
Boundary

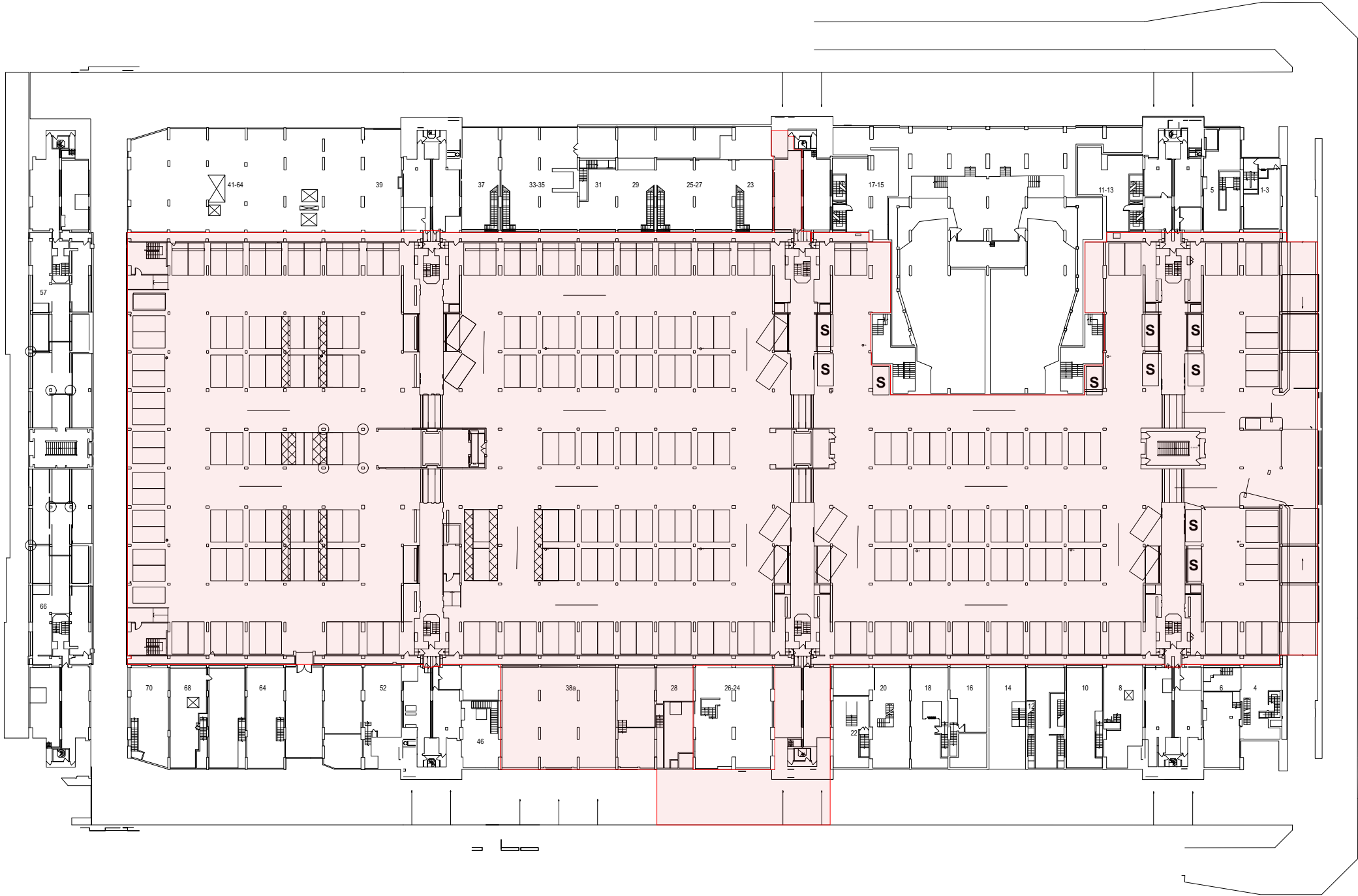


02.04

EXISTING UPPER BASEMENT PLAN

KEY

Planning
Application
and Listed
Building Consent
Application
Boundary

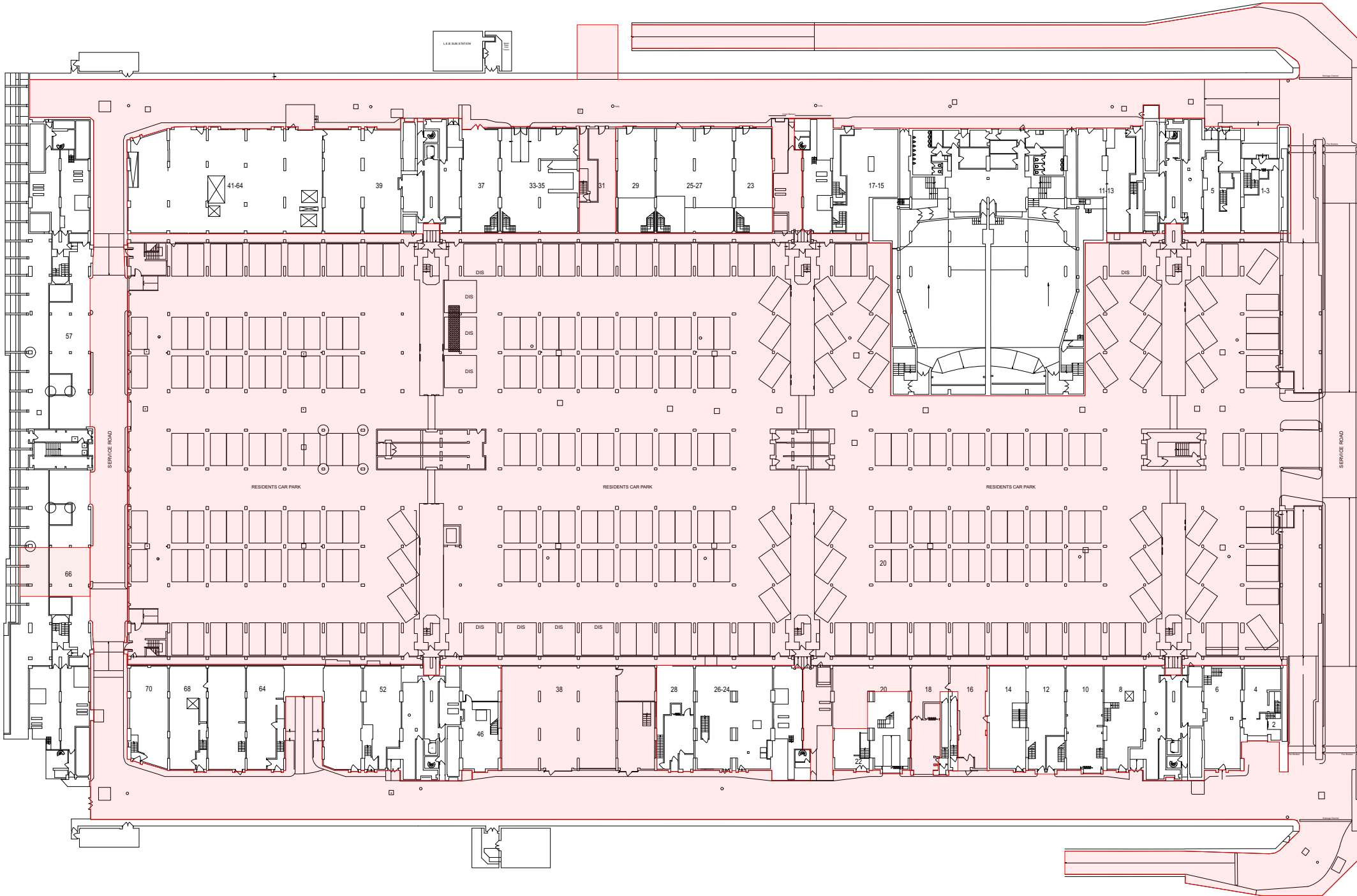


02.05

EXISTING LOWER BASEMENT PLAN

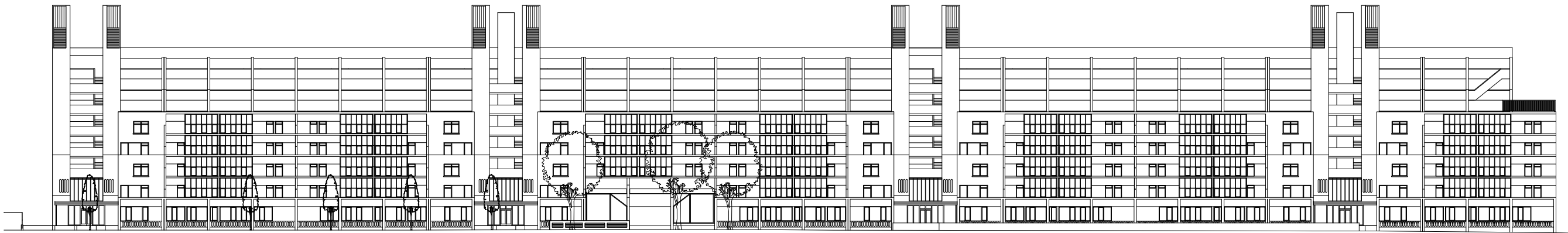
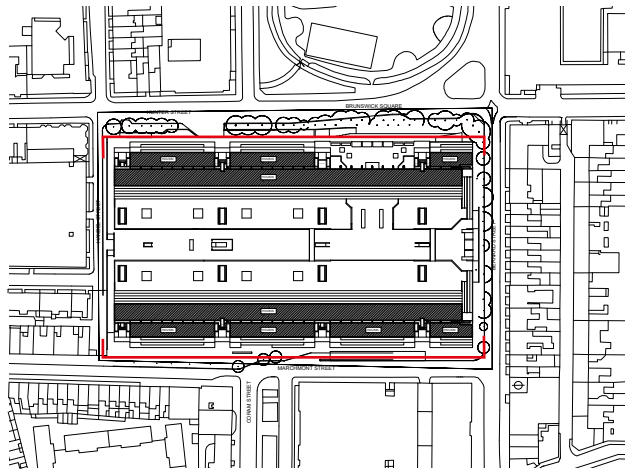
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Planning
Application
and Listed
Building Consent
Application
Boundary

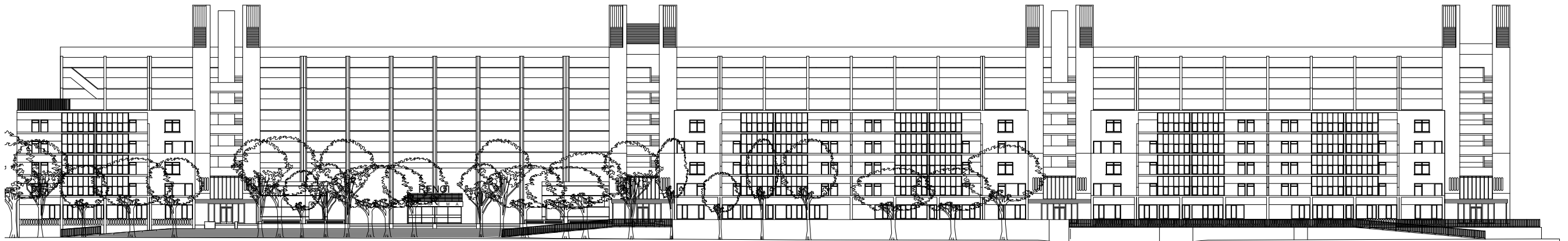


02.06

EXISTING ELEVATIONS

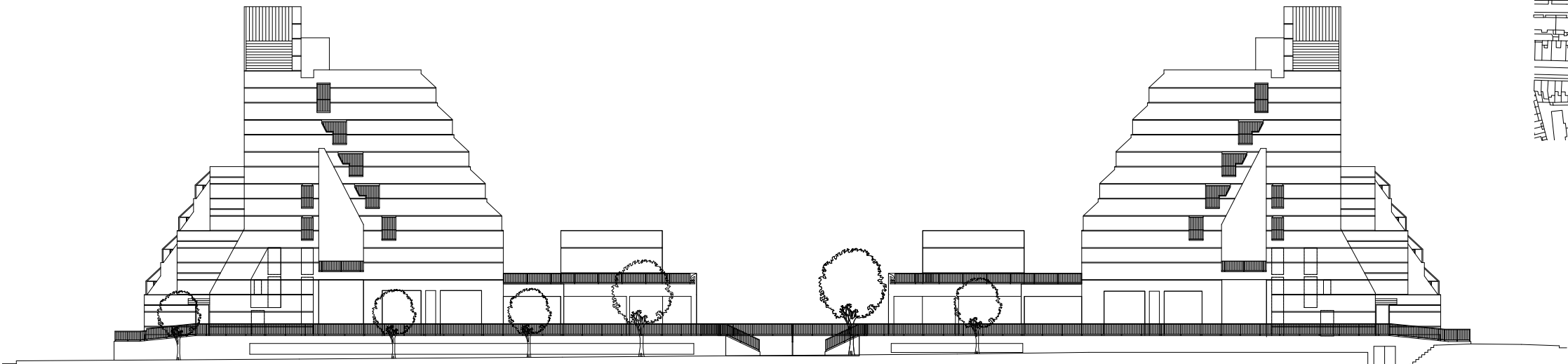
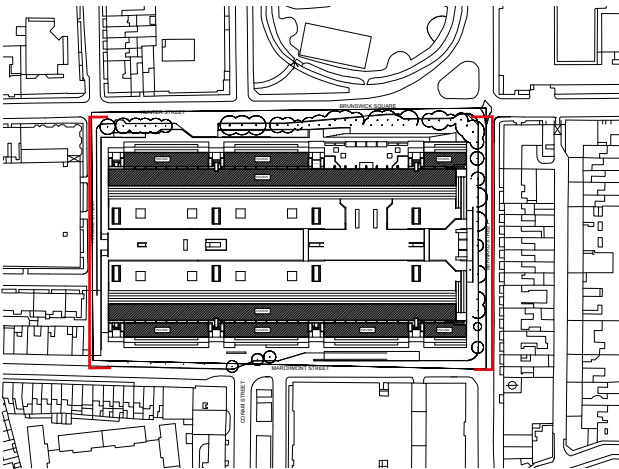


1 West Elevation
Scale 1:500



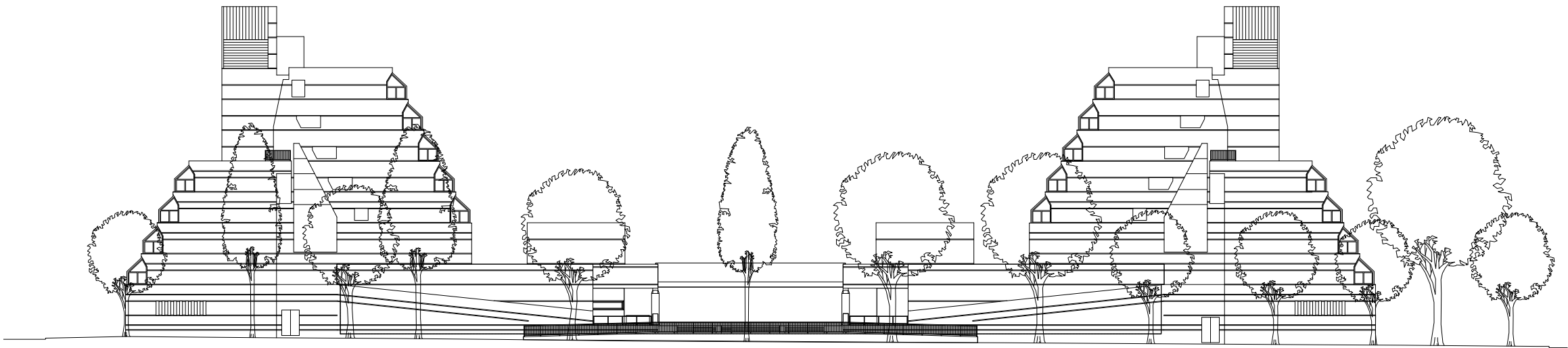
2 East Elevation
Scale 1:500

02.06 EXISTING ELEVATIONS



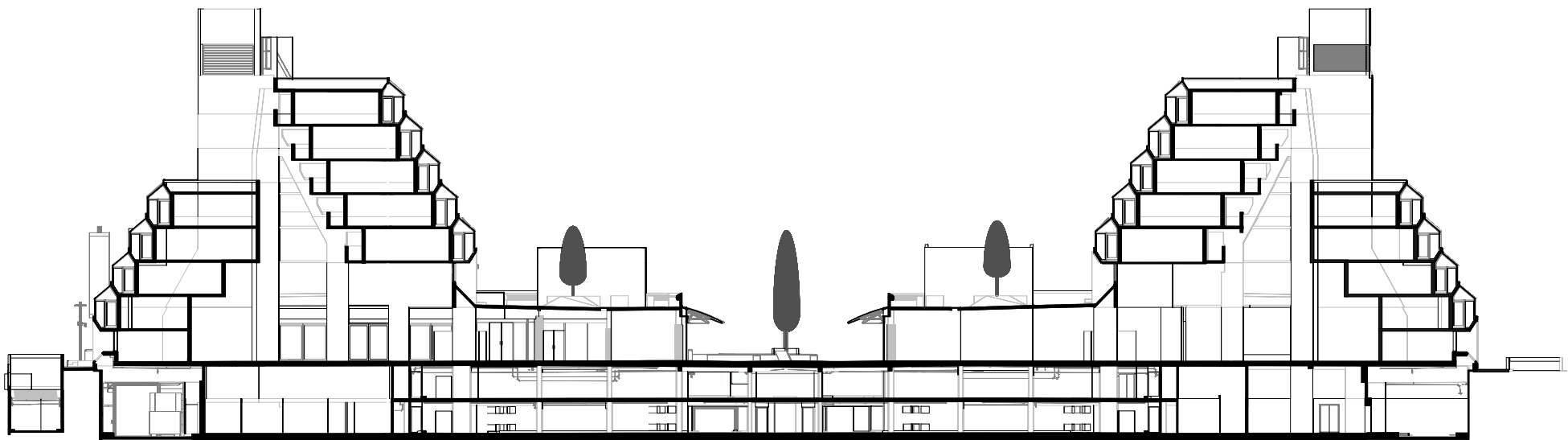
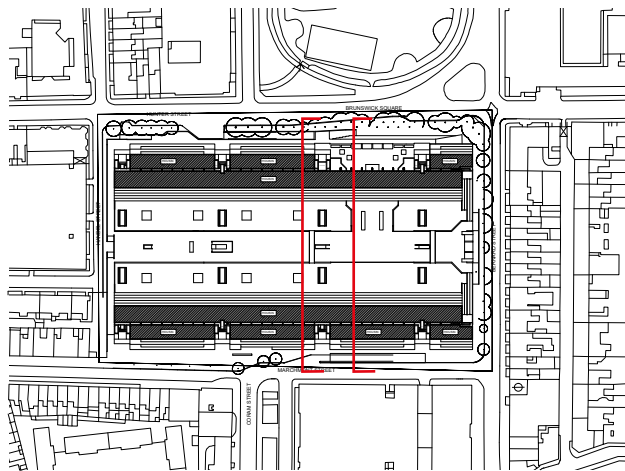
3 North Elevation
Scale: 1:200

Doors to Camden
plant room

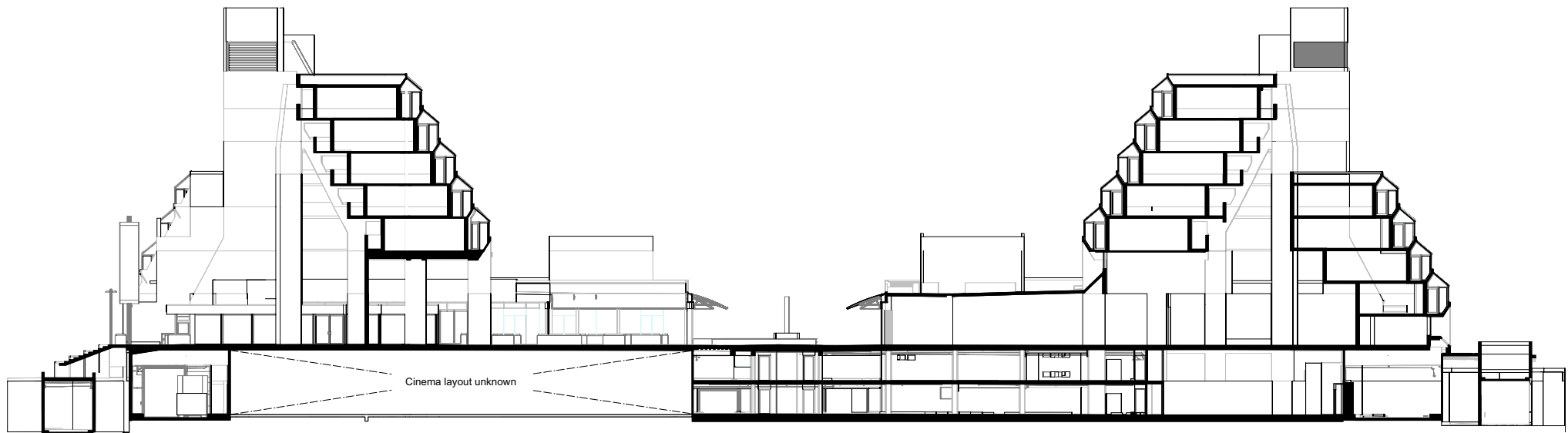


4 South Elevation
Scale: 1:200

02.07
EXISTING SECTIONS

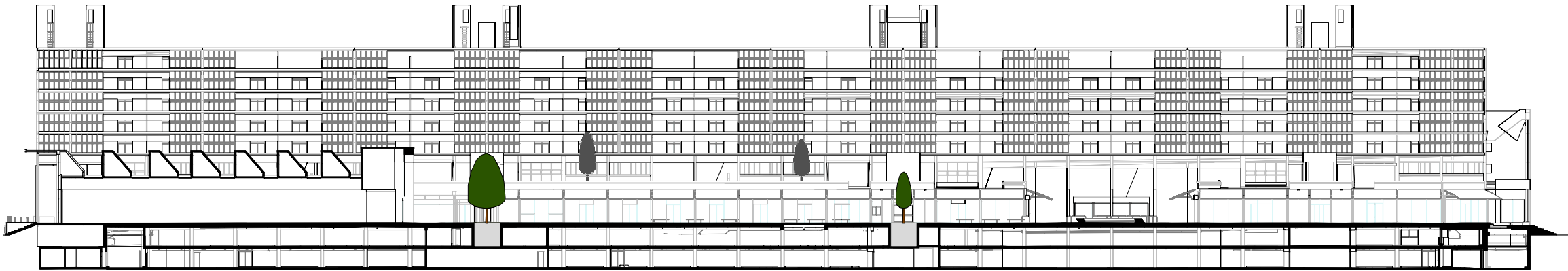
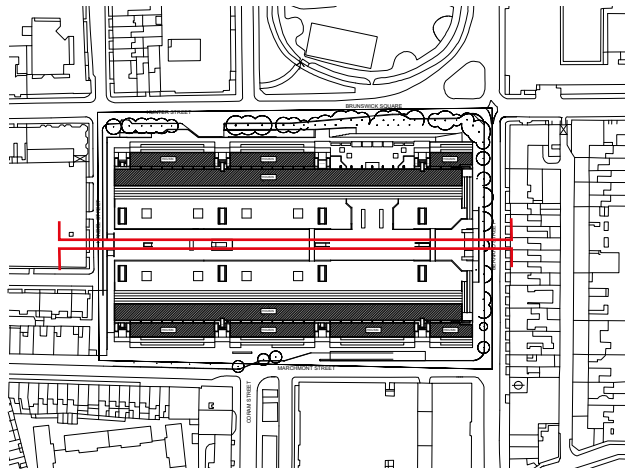


1 Existing East - West section
Scale: 1:200

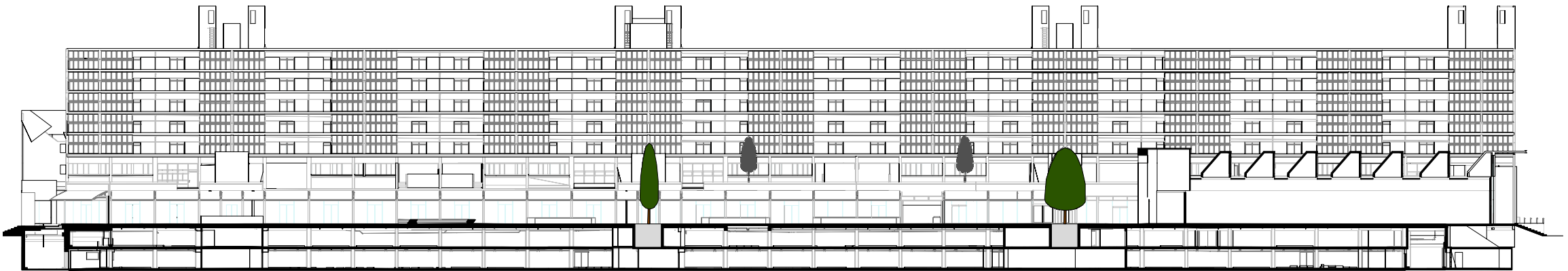


2 Existing East - West section
Scale: 1:200

02.07
EXISTING SECTIONS



1 Existing North - South section
Scale: 1:200



Existing South - North section
Scale: 1:200