

5 Foundling Court
Marchmont Street
London WC1N 1AN

27th October 2023

**The Brunswick Centre, Proposed Hotel
Planning Application reference No 2023/3870/P and 2023/3971/L**

I wish to object to the proposal for an underground hotel in the Brunswick Centre.

This extraordinary application takes the meaning of “Mixed Use” development to a new level. Would the Council approve residential accommodation in the underground car park of a hotel?

The only possible basis for a new hotel is a) is there a need? And b) where is the right location?

I don't think applicant has not made out a convincing case on either of these points. Even the supporting documentation from Whitbread is lukewarm on the question of need and virtually silent on the underground location.

Rather, the applicant appears to have noticed a current, and nowhere argued as permanent, drop in car park use and leveraged this for this application.

If anything, there appears to be over capacity in the local hotel market. The proposal smacks of an over optimistic belief in “build it and they will come”.

The underground car park was designed for the benefit of the residents and tenants. Now a (temporary) owner decides to more or less remove this facility with no benefit for the residents and tenants of the Centre.

The basis for this is that of current reduced car use. But who is to know what future technology brings? A better short-term solution might be for the Council to use the temporary spare capacity for more electric vehicle charging points.

Mark Lloyd