

# HERITAGE, DESIGN & ACCESS STATEMENT

Unit 20, Brunswick Shopping  
London  
WC1N 1AY

July 2014

APR/P3850

## Prepared for:

### Planning and Development Control

Camden Council  
Camden Town Hall  
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London  
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## Prepared by:

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## 1.00 Context

The Vodafone store at Unit 20, Brunswick Shopping Centre, London, is a terraced retail unit. Situated on the ground floor of an open air shopping precinct and which are Grade II listed. Described by English Heritage as;

"TQ 3082SW BRUNSWICK SQUARE 798-1/95/10155 (West side) 14-SEP-00 1-187a O'Donnell Court, 1-212a Foundling Court, Renoir Cinema, shops (The Brunswick Centre), basement car park, and attached ramps, steps and studios

GV II

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

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

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

The Brunswick Centre is the pioneering example of a mega-structure in England: of a scheme which combines several functions of equal importance within a single framework. It is also the pioneering example of low-rise, high-density housing, a field in which Britain was extremely influential on this scale. The scheme grew out of a theoretical project by Hodgkinson with Sir Leslie Martin for West Kentish Town (St Pancras MB), and his own student work of 1953. This, however, was for a mat of largely four-storied maisonettes using a cross-over or scissor plan, while in section the Brunswick Centre more closely

resembled Harvey Court, designed for Gonville and Caius College, Cambridge, in 1957, a design largely developed by Hodgkinson working with Martin and Colin St John Wilson. Brunswick developed the concept of the stepped section on a large scale and for a range of facilities, whose formality was pioneering. It forms an interesting group of reference with Sir Denys Lasdun and Partners' University of East Anglia (designed 1962-3) and Darbourne and Darke's Lillington Gardens, Westminster (designed 1961). More directly, the housing part of the scheme was taken over in 1965 by LB Camden, and Hodgkinson liaised with the Chief Architect, S A G Cook. His influence on the young architects working for Cook was profound, and can be seen in schemes by Neave Brown, Benson and Forsyth and others built across the borough in the 1970s - and which in their turn were celebrated and imitated on a smaller scale elsewhere. The most celebrated of these schemes is Alexandra Road by Neave Brown, of 1972-8 and listed grade II\*, which repeats the use of concrete and the stepped building profile, but achieves greater formality by concentrating solely on the provision of housing, set in a crescent.

Sources Architectural Review, October 1972, pp.194-218 LB Camden, Planning Department File 217, nineteen volumes Rayner Banham, Megastructure, London, Architectural Press, 1976 RIBA Biography File, Patrick Hodgkinson”

The store is included in the Vodafone shop refit programme that is being implemented nationwide.



Front façade – Vodafone Unit 20 Brunswick Centre, London.

## **2.00 Amount of Development**

Listed Building Consent is sought to refurbish the existing Vodafone store. The external façade is to receive a deep clean only, the works also include internal refurbishment (please see proposed drawings). Consent to display an advertisement is also sought for two internal promotional ‘fins’ situated within one metre of the shop-front window.

### **3.00 Layout**

The relationship between buildings within and outside the application site will not change and there will be no impact on the amenity of neighbouring properties.

### **4.00 Scale**

Vodafone have looked at the physical context of every site, designing accordingly, generally design will be consistent throughout the stores nationwide. However in this case the shop-front signage is to be retained and receive a deep cleanse to rejuvenate the shop-front.

The signage and shop advertisements are set back from the front building elements to reduce any impact to the street scene.

The internal works do not include any alterations to the existing envelope of the building and are seen to have no impact on the building or building fabric overall.

### **5.00 Lighting & Appearance**

Internally, a single LCD screen within each promotional fin will be matt black, of overall dimensions 1017mm high and 570mm wide.

The screens will not have spot lights onto the screen. The level of illumination when in use will not exceed 200Cd/m<sup>2</sup>. The screen will be operated during the hours of 06.00 – 00.00. These operating times can be changed if required. The images will not be projected out onto the street pavement, but of course passers by will be able to see the screen inside the shop window.

The type of image will be moving colour displays. The nature of images will be promotional to the business, without audio.

Internally there may be minor changes to lighting to implement the scheme for the nationwide store refurbishment, which includes feature pendant lamps over the sales area. Please see Drawing Proposed Sales Area Ceiling Layout.

Colour schemes will be changed internally, please see drawings.

### **6.00 Access**

No change, the existing threshold is level and is to be retained.

### **7.00 Conclusion**

On the basis of the drawings submitted with the application and above assessment, we consider the proposals are fully in accordance with the local planning policy as they are sympathetic to the building and surrounding environment and will have no detrimental impact to the surrounding amenity space. The application should therefore be supported by the Local Planning Authority.

Statement prepared by:  
Mr Adam Roberts  
**EASTON BEVINS**