

## 2.0 Context

### 2.1 Site Context

The application site is located at the junction of Grenville Street and Bernard Street and forms one corner of Brunswick Square.

It faces the 7-storey grade II listed mixed use Brunswick Centre to the northwest and the 6/7-storey International Hall student accommodation to the east, both of which face onto Brunswick Square.

Adjoining at each side on Bernard Street and Grenville Street are terraces of 4/5-storey Georgian townhouses. Nos 11-27 Bernard Street are listed grade II. At the rear is a narrow mews- 'Colonnade'- with 2/3-storey mews houses both sides.

Nearby on Guilford Street to the south and visible from Brunswick Square behind Downing Court is the 13 storey tower of Great Ormond St Hospital. Various other tall university, hospital and hotel buildings are visible nearby.

The site has a PTAL rating of 6A rating, demonstrating its excellent accessibility to public transport. It is within 250m walk of Russell Square Underground station and well served by a large number of buses. It is within Controlled Parking Zone CA-D and has a 21-space Barclays Cycle Hire docking station less than 50 metres away.

Adjacent is the open space of Brunswick Square and Coram's Fields. There are a multitude of shopping, cultural and other amenities nearby, including the adjacent Brunswick Centre.

The property is within the Bloomsbury Conservation Area. The building is considered to make a positive contribution to the character and appearance of the area.



View southwest from Brunswick Square



View north up Grenville Street



View west down Bernard Street



View east down Bernard Street



Grenville Street and entrance to Colonnade



View from Downing Court roof south over Colonnade



View east along Colonnade