

THE REVIVAL OF A LONG NEGLECTED DEVELOPMENT



**AWARDS**

CIVIC TRUST AWARD  
*Winner 2008*

REGENERATION & RENEWAL  
AWARDS  
*Best Heritage Led Project 2007*

BRITISH COUNCIL OF SHOPPING  
CENTRES  
*Gold Award 2007*

**THE BRUNSWICK, BLOOMSBURY  
LONDON, UK**

The Brunswick is a Grade II mixed use development incorporating retail units, a cinema and social housing located in Bloomsbury, near Russell Square in Central London. Formally known as the 'Brunswick Centre' this radical 1960's building, with its stepped ranks of apartments and modern aesthetic, was never fully finished. Despite achieving Grade II status in 2000, by this time many of the shop premises were unoccupied and the Centre was widely disliked by the public, having fallen into disrepair.

In 2002 the Brunswick underwent a much needed £20m redevelopment, to unlock the site's potential within this prime central London location. The revival included a new enlarged supermarket, extended shop fronts, various types of street furniture and extensive repairs to the building envelope. This included the redecoration of each concrete and rendered masonry surface (50,000m<sup>2</sup> in total).

The client's aim was to finally achieve the architect's original vision of a stylish residence and shopping area, 34 years after the original scheme's completion.

BuroHappold Engineering was appointed to conduct a detailed on site condition survey and desk top analysis in order to comprehensively record the concrete and rendered masonry defects and predict the number of repairs required. A diagnosis was prepared along with a detailed repair methodology and specification. On site supervision of the appointed contractor was provided to ensure adequate quantity and quality control. This work determined the scope of the facade repair contractors' work, thus reducing cost uncertainty for the client and mitigating unnecessary repair work.

The structural works to the centre involved significant amounts of demolition with specialist demolition techniques employed. The existing reinforced concrete structure was modified and, wherever appropriate, concrete was crunched up to reduce noise.

BuroHappold novated to the contractor, ISG InteriorExterior, for the detailed design and site supervision phases of the works.

CLIENT  
Allied London Properties

ARCHITECT  
Levitt Bernstein

PROJECT VALUE  
£20 million

SERVICES PROVIDED BY  
BUROHAPPOLD  
Structural engineering, facade engineering