

Statement of Community Involvement

Prepared by London Communications
Agency

Submitted on behalf of Lab Selkirk House Ltd

Selkirk House, 166 High Holborn and 1 Museum Street, 10-12 Museum Street, 35-41
New Oxford Street and 16A-18 West Central Street, London, WC1A 1JR

June 2023



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1. INTRODUCTION

This Statement of Community Involvement (SCI) is submitted on behalf of Lab Selkirk House Ltd (hereafter ‘the Applicant’). It accompanies the planning application for redevelopment of Selkirk House, 166 High Holborn and 1 Museum Street, 10-12 Museum Street, 35-41 New Oxford Street and 16A-18 West Central Street, London, WC1A 1JR (‘the Site’) within the London Borough of Camden. The description of development (‘the Proposed Development’) is as follows:

“Redevelopment of Selkirk House, 166 High Holborn and 1 Museum Street following the substantial demolition of the existing NCP car park and former Travelodge Hotel to provide a mixed-use scheme, providing office, residential, and town centre uses at ground floor level. Works of part demolition and refurbishment to 10-12 Museum Street, 35-41 New Oxford Street, and 16A-18 West Central Street to provide further town centre ground floor uses and residential floorspace, including affordable housing provision. Provision of new public realm including a new pedestrian route through the site to link West Central Street with High Holborn. Relocation of cycle hire docking stations on High Holborn (Phased Development).”

This application, alongside the associated application for Listed Building Consent, seeks consent for the following:

Alterations, including part-demolition, to 10-12 Museum Street and 35 and 37 New Oxford Street, to provide flats and townhouses. Demolition of modern rear extension to 11-12 Museum Street from ground to third floors, rebuilding of rear wall. Removal of non-original staircase and internal walls to 11-12 Museum Street along with new layouts and thermal upgrades including internal wall insulation, to facilitate new flats. New bridge links to 12 Museum Street from 16a-18 West Central Street. Removal of non-original partition walls to 35 and 37 New Oxford Street, reinstatement of historic room layouts, thermal upgrades. Across listed buildings: New kitchens, bathrooms and sanitaryware; Introduction of slimline double-glazed retrofit vacuum glazing to existing window joinery, limited replacement frames; New internal and external doors; Façade refurbishment works; Conservation and restoration of historic joinery, plasterwork, fireplaces and other features of heritage importance. Courtyard garden linking buildings at first floor level above ground floor shared services, with new and amended openings to listed buildings to provide access. New and restored retail frontages to all buildings.

This planning application is a resubmission of an earlier planning application for the site submitted in 2021 (Ref:2021/2954/P). The amendments in this application only effect the West Central Street block, and the proposals for the One Museum Street office building, High Holborn and the Vine Line building are unchanged from the previous application.

Extensive public consultation and engagement was carried out regarding the previous application. This includes two phases of extensive public consultation, one before the original submission in 2021 and the second consulting on amendments made to the scheme in 2022. Ad-hoc engagement and meetings have also taken place continuously with neighbours and stakeholders since 2022 up until the point of resubmission. As these activities, the feedback received and the amendments made in response are relevant to the story of how these proposals were developed, they are summarised in Section 3 of this report. The full Statement of Community Involvement documents from 2021 and the 2022 amendments are included in the Appendix of this document.



This SCI, and the appendices containing the SCIs from the preceding application, demonstrates that a considered approach has been taken to consultation around these proposals with local residents and community groups, as well as engagement with councillors and officers at the London Borough of Camden.

The consultation activities that have taken place are in accordance with the London Borough of Camden's updated Statement of Community Involvement 2023 and also reflect the principles for consultation in the National Planning Policy Framework (2021).



2. THE SITE AND PROPOSALS



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THE SITE AND ITS CONTEXT

The site is located within the Holborn and Covent Garden Ward of the London Borough of Camden. The site comprises a number of individual different buildings within the red line area, which includes Selkirk House (166 High Holborn and 1 Museum Street), 10-12 Museum Street, 35-41 New Oxford Street and 16A-18 West Central Street.

The site is bounded by High Holborn to the south, Museum Street to the east and New Oxford Street to the north, with the rear of the properties fronting Grape Street forming the western boundary. West Central Street dissects the site and separates out Selkirk House from the New Oxford Street and West Central Street block (known as the West Central Street component of the site).

Selkirk House currently comprises a 17-storey building, which includes two basement levels, and a further partial basement level. Selkirk House is occupied by the former Travelodge hotel building and NCP car park. The former Travelodge building provided overspill accommodation from the primary Travelodge hotel building on the opposite side of High Holborn, however, the hotel use at the site ceased all operation in June 2020. At lower levels there is an NCP car park set across basement to second floor level.

The West Central Street component of the site falls within the Bloomsbury Conservation Area. Following a recent decision by Historic England, the buildings at 10-12 Museum St and 35-37 New Oxford Street are now Grade II listed. No other buildings on the site are listed.

THE PROPOSALS

The proposals contained within this planning application are in most respects unchanged from those submitted in the previous planning application (Ref:2021/2954/P).

The changes in this resubmission only affect the West Central Street block. The proposals and floorspace figures below for the office building and public realm are therefore unchanged from the previous application.

In summary, the proposed development is seeking detailed planning permission for:

- **22,650 sqm (GIA) of office floorspace** falling within Class E(g)(i). This will be provided within the Museum Street building.
- **1,481 sqm (GIA) of flexible town centre floorspace** at ground floor level falling within Class E. This will be provided within the Museum Street, Vine Lane, High Holborn, and West Central Street buildings. The planning application specifies the range of uses within Class E that each of these units is seeking permission for.
- **3,992 sqm (GIA)** of residential floorspace will be provided. This represents an uplift of 2,078sqm (GIA) of residential floorspace falling within Class C3. This will be provided within the West Central Street, Vine Lane and High Holborn buildings.
- All of the affordable housing component (**1,693 sqm GIA**) is provided with the West Central Street buildings along with 294 sqm (GIA) of market housing.
- **1,579 sqm (GIA)** of market housing is provided within the Vine Lane block with a further **426 sqm (GIA)** of market housing being provided within the High Holborn block. Two new



Extension of basement at 1 Museum Street which will be used for cycle parking, servicing areas, plant, storage, and other ancillary uses.

- A high proportion of open space across the site totalling **2,190 sqm** provided as public realm, pocket parks, communal areas, play space and private amenity for residents and office occupants.
- The creation of new public pedestrian route through the site known as 'Vine Lane', which will link High Holborn with West Central Street.
- 500 cycle parking spaces allocated as follows:
 - 345 long stay cycle parking spaces allocated to the office component.
 - 9 long stay cycle parking spaces allocated to the flexible town centre uses floorspace component.
 - 84 long stay cycle parking spaces allocated to the residential component.
 - 62 cycle parking spaces allocated to visitors to the site and located within the public realm areas.
- **0 vehicle parking spaces.**
- Extensive provision of open space across the site (**2,190sqm**) including:
 - 1,083 sqm provided as public realm within the Applicant's ownership across the site.
 - 509 sqm provided as communal offices terraces within Museum Street building.
 - 186sqm provided as play space within the West Central Street courtyard, which also provides communal open space for residents of those buildings.
 - 195 sqm of communal open space within the Vine Lane block - 74 sqm within the courtyard and 121 sqm at level 4.
 - 87 sqm for WCS and 130 sqm for VL of private amenity space.
- In addition to the open space provision within the Applicant's ownership, 729 sqm of public realm and streetscape improvements outside of the Applicant's ownership is proposed.

Note: Cycle Parking provision which is still to be formally agreed with Camden. At present we are working towards the below but please note this is subject to change.

3. CONSULTATION ON THE PREVIOUS APPLICATION



3. CONSULTATION ON THE PREVIOUS APPLICATION

Extensive public consultation and engagement was carried out regarding the previous application for One Museum Street. As the bulk of the proposals in this application are unchanged from the previous application, with the exception of the West Central Street block, the consultation carried out in regards to the previous application is summarised in this section below. The full SCI for the previous application, both the original 2021 document and the 2022 addendum, is included in Appendix II and III.

The consultation and engagement regarding the previous application can be broken down into three phases:

1. **2017-2021: Pre-submission consultation on the original planning application**
2. **February -September 2022: Consultation on the amendments to the planning application**
3. **October 2022 to April 2023: Ongoing engagement since resubmission**

2017-2021: Pre-submission consultation on the original planning application

The applicant undertook an extensive pre-application consultation on their proposals, beginning in December 2017 and concluding with the submission of the application in April 2021. The key activities are listed below, and are detailed in Appendix II.

Consultation began with a series of stakeholder meetings regarding the early vision for the site:

- **December 2017** – Began engagement with local stakeholder groups and ward councillors including meetings with Councillor Awale Olad of Holborn and Covent Garden Ward, and the South Bloomsbury Tenants' and Residents' Association.
- **January 2018** – Continued engagement with local stakeholder groups and ward councillors including the Covent Garden Association and BeeMidtown.

Following initial rounds of consultation, the Applicant paused the project to spend time considering how to take the proposals forward. At this point the architect and consultant team was changed before discussions with the Council began, with consultation restarting in 2019.

- **November 2019** – Continued engagement with local stakeholder groups and ward councillors including the Bloomsbury Conservation Area Advisory Committee and the Covent Garden Community Association.
- **March 2020** - The planned second wider phase of consultation on the updated scheme coincided at the same time as the Covid-19 pandemic and national lockdown which restricted face-to-face engagement and the design team therefore took the decision to delay this.
- **October 2020** – Launch of digital consultation on a bespoke consultation website, with exhibition boards introducing the updated proposals. The Applicant wrote to key local



stakeholders and groups publicising the consultation, advertised it in the Camden New Journal and ran a social media campaign on Facebook and Instagram.

- **10 December 2020** – Development Management Forum (DMF) attended by 32 people and available on the Council's website to watch after the event.
- **February 2021** – Second digital consultation launched, with exhibition boards providing an update on the proposals. To promote the launch the Applicant wrote to key local stakeholders and groups publicising the consultation, advertised it in the Camden New Journal and ran a social media campaign on Facebook and Instagram.
- **March 2021** – The Applicant presented the scheme to the London Borough of Camden's Planning Committee members and ward councillors at the Developers Briefing. The Applicant also met with BeeMidtown and presented the scheme.
- **April 2021** – The Applicant attended a meeting with twelve local groups including: The Bloomsbury Association; The Covent Garden Community Association; The Covent Garden Area Trust; Save Bloomsbury; Bloomsbury Conservation Area Advisory Committee; The Soho Society; Leicester Square Association; South Bloomsbury Tenants and Residents' Association; Tavistock Chambers Residents' Association; West Central Street Residents' Association; Grape Street Residents' Association and Willoughby Street Residents Association. To answer questions on the night, the Applicant brought along a full project team, including visualisation specialists Millar Hare to show views and to help inform discussion on height.

February-September 2022: Consultation on the amendments to the planning application

Following the submission of the application in April 2021, the design team developed a series of amendments to the proposals in response to statutory consultee and public feedback. These include the reduction of the height of the office tower by two storeys and made a large increase in the number of residential units provided. In advance of the amendments being submitted, the following activities were undertaken:

- A series of **site tours** with local residents and stakeholders, showing the internal condition of Selkirk House and the West Central Street buildings. Project architect DSDHA then gave a presentation on the revised scheme, with attendees able to ask questions and give feedback.
- Our **consultation website** www.onemuseumstreet.com used for the pre-application consultation was updated with detailed information on the revised proposals and a feedback survey for the public to complete.
- A **flyer** sent to 2,668 local residents and businesses, promoting the updated consultation website and the upcoming exhibition dates. Stakeholders were also notified of this by email.
- A **quarter-page advert in the Camden New Journal**, promoting the website and consultation events. We also advertised digitally on their website
- An **in-person public exhibition, held over two days at Selkirk House**. Exhibition boards and an architectural model of the proposals were displayed, and attendees could speak to the project team and ask questions. Guests could give feedback by filling out our digital survey using the iPads or comments cards provided.



- A **webinar** held on Zoom, featuring a presentation from DSDHA and a Q&A between the public and the applicant, with a recording of the meeting uploaded to the consultation website following the event.

Throughout the course of the project, the site has been owned by Lab Selkirk House Ltd. In 2022 following the engagement above, the overall ownership of this company changed from LabTech to BC Partners, who appointed Simten as Development Manager for the project. As a result the applicant undertook a further round of engagement before submission, to introduce themselves to key stakeholders and explain that they planned to submit the planned amendments shortly.

After writing to stakeholders, meetings were organised with the following groups:

- Cllr Danny Beales (Cabinet Member for Investing in Communities, Culture and an Inclusive Economy)
- Save Museum Street Coalition
- Jim Monahan & John Cole (Covent Garden Community Association)
- Holborn and Covent Garden ward councillors: Cllr Awale Olad and Cllr Julian Fulbrook
- James Williams, CEO of the Shaftesbury Theatre
- Central District Alliance BID, and their Property Steering Group

October 2022 to April 2023: Ongoing engagement since resubmission

Since the 2022 Addendum was submitted, the applicant undertook further engagement activities with the local community to keep them updated on the progress of the scheme.

Project website

Throughout this period our project website, onemusuemstreet.co.uk, was been kept up to date on the progress of the scheme and the latest news. This started with a detailed website update explaining the latest amendments and how they can be viewed and commented on the Camden Planning Portal.

We have posted regular updates about relevant issues to do with the site, including regarding the listing decision, health and safety works at the West Central Street block, the opening of a temporary car park in Selkirk House and the model display.

Via the website contact form we received a number of emails over this period from local neighbours, asking questions or giving feedback on the project. Wherever possible we responded to these as quickly as we could, providing the information required.

Members of the public who wish to be sent regular updates by email could sign up to our mailing list on our website.

Email newsletter updates

The applicant sent out regular updates via email on the progress of the scheme, informing key stakeholders and members of the public who signed up to our mailing list of key developments around the site and information about the progress of the scheme. Over 70 people are currently on our mailing list, and each newsletter is typically opened by more than half of that figure. The applicant will continue to send out regular e-newsletters following the submission of this application.



Public realm roundtable

In January 2023 we held a roundtable event to bring together a diverse range of groups and local representatives to help test elements of the public realm design proposals for One Museum Street and inform the brief for future design development, with a particular focus on safety and inclusivity.

The focus of the discussion was based around understanding the different experiences and needs of the public realm; identifying opportunities, gaps and great examples of public space – particularly in the local area; testing elements of the public realm proposals and identifying opportunities for collaboration.

A summary of the discussion and findings is shown in Appendix I.

Model display on-site

In February 2023 we installed a display showing our architectural model of the proposals located in the Travelodge reception on site facing on to High Holborn. Done in response to a request by local residents, this means members of the public can view the model of the proposals at any time, which is accompanied by information about the project and how to get in touch with the project team.



Pictures of the model display on High Holborn

Views

Following a request from the Save Museum Street group, the applicant worked with officers at LB Camden and agreed to develop a further series of townscape views showing the proposals. These aimed to provide views from all the additional locations requested by Save Museum Street, or in very



similar locations. In cases where a slightly different viewpoint was used, a detailed explanation and rationale was given in the report.

The report was sent to Save Museum Street and Camden officers in October 2022. It provided views from the seven locations requested by Save Museum Street:

- View 1: From portico of St. Georges Church
- View 2: Above James Smith & Sons Ltd
- View 3: From the steps of the British Museum
- View 4: From New Oxford Street & Kingsway
- View 5: From Bedford Square (south)
- View 6: From Great Russell St. & Coptic St.
- View 7: From Drury Lane

Following this a request for views from other locations was received from Save Museum Street, and then the final views were agreed by LB Camden. The results of these additional views can be found in the TVIHA submitted with this application.

Retention and Redevelopment Options review and Whole Life Carbon comparison

In response to concerns from local stakeholders regarding the carbon impact of the proposed redevelopment of Selkirk House versus retaining and retrofitting the existing vacant hotel building, the applicant compiled and further developed a detailed analysis of several development options for the site ranging from maximum retention to complete demolition. The report titled Retention and Redevelopment Options Review and WLC comparison analyses the holistic sustainability performance of the options considered including detailed Whole Life Carbon analysis.

The report was submitted in support of the planning application in February 2023 and uploaded to the planning portal. The applicant emailed a copy to Save Museum Street, and offered to meet with their sustainability advisor to discuss the report in detail. However SMS commissioned a further review of the document by their sustainability consultant. The applicant reviewed this report and the report submitted with this application has been updated and clarified where relevant to reflect some factual errors identified by SMS's consultant. A further request to meet with the consultant was made in June 2023.

The report submitted in February 2023 has been subject to review by an expert third-party assessor appointed LB Camden. An updated version of this report is submitted with this new planning application and takes into account comments received.



4. AMENDMENTS TO WEST CENTRAL STREET



4. AMENDMENTS TO WEST CENTRAL STREET

In March this year Historic England determined to upgrade the status of two groups of buildings within the site – 10-12 Museum St and 35-37 New Oxford Street – to Grade II listing.

These buildings were already recognised as positive contributors to the Bloomsbury Conservation Area which has been reflected in our previous designs, submitted under planning application 2021/2954/P. These designs have taken a sensitive approach through retaining existing structures where possible and preserving heritage features by façade retention, and have been subject to pre-application consultation and engagement with the community and the Council and other stakeholders as part of the previous application.

Since then, we have been working with our heritage specialists and Camden planning officers to develop a series of amendments to our proposals in light of the buildings' new listing. These proposals are being submitted as part of this new planning application. However the changes relate only to the West Central Street block and not the One Museum Street office building, which is unchanged from the previous application.

The amendments are for:

- Removal of the mansard roof extension to 35 and 37 New Oxford Street and the roof extension to 10-12 Museum Street and retention and repair of existing roofs.
- Retention and sensitive refurbishment of 10 Museum Street, the best-preserved building in the urban block, as a townhouse.
- Reinstatement of the plan form of 35 and 37 New Oxford Street and refurbishment as town houses
- Retention of the remaining historic structure of 11-12 Museum Street and conversion from existing studios to 1 bedroom flats.
- Lowering of the height of part of the proposed 16a-18 West Central Street building.

Overall, these changes will reduce the amount of residential floorspace in the scheme, resulting in a corresponding loss in new homes. The revised application will include 44 homes, of which 19 will be affordable, whereas the previous application proposed 48 homes. 50.1% of the new residential space in this application will be affordable.

The next section of this SCI explains the engagement activities which were undertaken in May 2023 to update the local community on these changes and the resubmission.



5. ENGAGEMENT AROUND RESUBMISSION

5. ENGAGEMENT AROUND RESUBMISSION

The applicant has already undertaken extensive public consultation for the principles of the masterplan for One Museum Street. This is documented in detail in the two previous SCIs, which are attached as appendix to this document.

The amendments to West Central Street and corresponding resubmission gave us the opportunity to engage with the local community once again, to explain the amendments we have made and why we made them, and to inform of the upcoming resubmission.

On 22 May 2023, we sent a letter by email all the key stakeholders and residents groups, giving an overview of the amendments and offering to organise a detailed briefing from the project team to discuss further. This letter was sent to:

Political:

- Holborn and Covent Garden ward councillors
 - Cllr Sue Vincent
 - Cllr Awale Olad
 - Cllr Julian Fullbrook
- Bloomsbury ward councillors
 - Cllr Rishi Madlani
 - Cllr Sabrina Francis
 - Cllr Adam Harrison
- Cllr Danny Beales (Cabinet Member for Investing in Communities)
- Cllr Georgia Gould (Leader of the Council)

Key stakeholders and neighbours:

- Save Museum Street
- The Post Building
- British Museum
- The Old Crown Pub
- Shaftesbury Theatre
- 100 New Oxford Street
- Central District Alliance BID
- St George's Church Bloomsbury
- Bedford Estates

Meetings

Following the letter sent out on 22 May, multiple stakeholders accepted our offer of a meeting. The two meetings held to date are detailed below. Both meetings were held in-person in the Travelodge reception in Selkirk House, where the updated architectural model showing the West Central Street changes was on display, as well as 5 A1 exhibition boards explaining the changes in detail.

Any future meetings will be covered in a post-submission addendum to this SCI.

Date	Stakeholder	Topics of discussion
Wednesday 31 May (morning)	Shaftesbury Theatre <ul style="list-style-type: none">• James Williams, CEO• Gareth Booker, Operations Director	<ul style="list-style-type: none">• Vine Lane• Cycle routes and pedestrian safety• Demand for rehearsal space in the area



Wednesday 31 May (evening)	Save Museum Street, and the Holborn and Covent Garden ward councillors: <ul style="list-style-type: none">• Councillor Sue Vincent• Councillor Awale Olad• Councillor Julian Fulbrook	<i>(note that the full notes are shown below)</i> <ul style="list-style-type: none">• The proposed height, massing and daylight/sunlight impact of the office tower.• The West Central Street changes and the historic features of the buildings• Sustainability impact and Whole Life Carbon report• Key views• Construction impact• Possible hotel use for the building, and demand for office space
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Website update

In advance of the submission of the application, we updated our project website with information on the amendments and the submission. CGI images of the West Central Street block, showing the 'before and after' view of the amendments were uploaded as part of this. The website will be updated further with details of how to comment on the new planning application once it is validated. Finally, we will also send out a further e-newsletters to our mailing list containing the above information.

Full notes of meeting with Save Museum Street on 31 May

(This note of the meeting was produced by Simten following the meeting. It was shared with ward councillors and planning officers after the meeting)

Date of meeting: 31st May 2023

Location: Reception of vacant Travelodge in Selkirk House on High Holborn

Attendees: Three Holborn and Covent Garden Ward Cllrs & Save Museum Street

Issue Date and revision: 7th June 2023

A copy of this note will be sent to SMS and all attendees for comment and may be updated as required.

Context: Simten wrote to the Save Museum Street Coalition (SMS) alongside other key local stakeholders including local Ward Cllrs of One Museum Street on 22 May 2023 to invite them to view updated proposals for the West Central Street Block, in response to the recent listing of two groups of buildings within the block – 35-37 New Oxford Street and 10-12 Museum Street. Invitation appended.

Meeting details and purpose: A meeting was held on Wednesday 31 May at 6.30pm attended by members of SMS, Ward Councillors SV, JF, AO and the project team (development manager Simten, architect DSDHA and communications consultants LCA) in the reception of the vacant Travelodge in Selkirk House on High Holborn. The meeting closed at c.8pm. The meeting was attended by 12 members of Save Museum Street, as well as the three Holborn and Covent Garden ward councillors and was held around the model.



The purpose of the meeting was to introduce and explain the changes made to the West Central Street block that are intended to be resubmitted as part of a new planning application for the One Museum Street project. Simten also sought to demonstrate how the revisions have been informed by substantive research and surveys as part of the listing reviewing process, and by pre-application input from LBC and Historic England.

Attendees were notified in advance that the focus of the update was on West Central Street, as the design proposals for the wider development site including the One Museum Street office building, Vine Lane and High Holborn remain as per the updated planning submission in September 2022. The letter also confirmed that Simten plan to submit the revised planning application in the coming weeks.

Meeting format:

The revised proposals for West Central Street were shown via the updated architectural model which was on display, as well as five A1 exhibition boards explaining the context, work undertaken to inform the updated design, design principles and key changes to the designs for the block to respond to the listing. Simten and DSDHA provided an overview of the proposed updated scheme for West Central Street to the group.

Comments and feedback: A summary of the comments and objections raised by Save Museum Street are set out below. This is not exhaustive but seeks to capture the key points. Simten and project team responses during the meeting have been identified in italics.

Purpose of the meeting

- Clarity over the purpose of the meeting was requested early on. The meeting was proposed by Simten as an update on proposals ahead of a new planning submission. The proposals having been updated in response to revised listing status from Historic England.
- SMS attendees stated a desire for a design feedback and amendment process on the plans. It was stated by Simten that the plans for WCS have been amended in response to the recent listing and that the purpose of the meeting had been to update stakeholders and that while views would be listened to and taken into account, the meeting was not intended to revisit areas of the design that had been previously consulted upon.
- It was noted by Simten that the proposals for the wider scheme had been subject to a consultation process over the last four years, and changes made to the proposals as part of this. It was acknowledged that there was a difference in opinion between the One Museum Street project team and meeting attendees as to the nature of consultation that had taken place.
- The attendees also expressed a desire for the meeting to have been in presentation format.
- Simten apologised to the attendees for confusion regarding the purpose and format of the meeting.
- SMS requested that this event was not referenced in the project's Statement of Community Involvement. Simten stated that the meeting would be referenced as pre-submission community engagement, however the purpose of the meeting would be made clear. These notes will be included in the project SCI (or later addendum) once circulated to SMS.

West Central Street proposals

- Comments were made that the proposals for the new residential building on West Central Street (16a-18) is still too tall and intrusive given the secondary nature of the street.



- A number of comments were made regarding the height of the block proposed on the corner of West Central Street where 16a currently stands.
- Simten noted that the building's height had been reduced towards the East to balance its relationship with the newly listed buildings and that the prominence of the 16a corner element was in keeping with the approach within the local context of taller/more prominent corner buildings.
- It was suggested that the existing 16a-18 West Central Street should be retained.
- A comment was made that the chosen colour of the façade for the block proposed on 18 West Central Street was not in keeping with the surrounding area.
- It was suggested that the applicant should present the amended scheme to Camden's Design Review Panel (DRP) ahead of submission.
- Simten/LCA responded that the existing application has already been presented to the DRP twice, and that the majority of the proposals are unchanged in this new application.
- A concern was raised regarding the safety aspects of the proposed sub-station within West Central Street
- SMS requested a further meeting with Simten regarding the proposals to be held pre-submission.
- SMS requested that Simten provide elevations and drawings for the WCS block with the One Museum St office within the context. DSDHA noted that such sitewide drawings would form part of the new planning application and these can be shared once submitted.

Housing provision

Several attendees requested that the affordable housing for the scheme be delivered on Vine Lane and the WCS block proposals be reconsidered as other uses, for example a retail courtyard.

Simten explained that Planning policy requires the scheme to firstly reprovide existing housing on site (1,322 sqm in Selkirk house and 495 sqm in WCS) and then provide 50% of the site uplift as residential floorspace of which the target tenure split is 50% affordable and 50% market. This policy requirement was contested.

Wider One Museum Street scheme

- While the focus of the meeting was intended to be on the West Central Street block, there were many comments made in relation to the wider scheme
- It was suggested that the applicant should have used the listing decision to completely rethink the scheme and amend the proposed office tower.
- Attendees stated that the proposed height, massing and daylight/sunlight impact of the tower was too great on residents in the surrounding area.
- It was noted that the Retention and Redevelopment Options Report was not shared with Save Museum Street in advance of being submitted as had been requested in a meeting in September. Simten noted the reasons for this and apologised for this. It was acknowledged that the report has been sent direct to SMS at the time it was submitted. Simten noted that they had requested a meeting with a member of SMS and the author of the SMS review of the Whole Life Carbon and Retention and Redevelopment Options Report. This request has been reiterated and is yet to be taken up.



- SMS reported that one of the views requested via LBC from an alternative position on the British Museum steps had not been put forward by LBC to the applicant. It was requested that Simten consider producing this additional view. Simten noted that a significant number of additional views had been produced in response to feedback, with a number having been issued in Autumn 2022. They noted that further views would be included in the updated TVIHA submitted with the planning application and that these would be shared with SMS once submitted.
- Action: Simten to review the request and revert to SMS; TVIHA to be shared once submitted.
- Several attendees suggested that the construction impact on nearby residents will be very disruptive. A specific request was made regarding work to be undertaken to understand and protect the structure of a neighbouring building that is experiencing existing structural problems, as there is concern that construction on the 1MS site will exacerbate these issues.
- Action: Simten to respond to the resident
- A Community Liaison Group was also suggested to be established.
- Action: Simten to respond. Post meeting note: Simten confirmed that a CLG will be established as part of the construction phase and will be captured in the Construction Management Plan submitted with the application.
- Attendees reported that the references to the reason for the Selkirk House's Travelodge's closure was misleading and that Travelodge were forced to surrender their lease. It was stated that as Travelodge and other hotels are now looking to expand as hotel use within the existing Selkirk House could be possible.
- Residents of adjacent buildings sought clarity on how maintenance of their building would be carried out once Vine Lane was built.
- Action: Simten to respond directly to neighbours

Key actions and follow up

Actions agreed between Save Museum Street and Simten are as follows:

- Simten to send an estimate of demolition costs and timings of Selkirk House to SMS
- Simten to send updated TVIA report to SMS once submitted. This contains all the outstanding views which have been agreed with LB Camden.
- Simten to consider producing another view from the British Museum forecourt, this time from the Western end of the Portico. SMS to resend the requested view (Post meeting note – this view has been included within the TVIHA (view B); a plan indicating the views will be shared alongside these notes.)
- Simten to respond to neighbouring residents of 14 WCS regarding construction impacts, future building maintenance and sub-station safety.
- SMS to arrange with LCA a time for the report author and SMS representatives to meet to discuss the WLC report.
- Produce model of existing buildings
- A post meeting request was made to provide a breakdown of the homes and tenures on the WCS block which will be provided.



6. CONCLUSION



6. CONCLUSION

Since the One Museum Street proposals were first consulted on in 2021, the Applicant has undertaken an extensive programme of consultation including pre-application discussions with the London Borough of Camden, the GLA, as well as meetings with the site's neighbours, political stakeholders, the local community and interest groups. This has included two full phases of consultation, both pre- and post-submission of the original application, as well as ongoing engagement since September 2022.

As the amendments contained in this resubmission only affect the West Central Street block, and the other parts of the scheme are unchanged, this significant background of engagement should be considered as a prelude to this application.

In advance of this resubmission, the applicant has been keeping neighbours up to date on the scheme via regular website and email updates. Various engagement activities have also been organised, including a public realm design workshop, a permanent public display of the architectural model, and the publication of a report analysing and comparing the sustainability performance of a range of retention and redevelopment options for Selkirk House.

The amendments to the West Central Street block, as a result of a listing decision by Historic England, were publicised via a letter sent by email to all the key stakeholders. This resulted in two stakeholder meetings to discuss the changes, one with the Save Museum Street group and the Holborn and Covent Garden ward councillors, and a second with the Shaftesbury Theatre.

We have also updated our project website with information on the amendments and the resubmission, and notified our mailing list of the changes.

Details and feedback from any further stakeholder meetings will be submitted as an addendum to this SCI following submission.

7. APPENDIX I: PUBLIC REALM WORKSHOP SUMMARY



Event Summary

DSDHA

The purpose of the event was to bring together a diverse range of groups and local representatives to help test elements of the planning application public realm design proposals for One Museum Street and inform the brief for future design development, with a particular focus on safety and inclusivity. This event was held on 25th January 2023 and a wide range of stakeholders representing different groups and needs from across Camden and beyond were invited to take part.

The focus of the discussion was based around understanding different experiences and needs of and within the public realm; identifying opportunities, gaps and great examples of public space - particularly in the local area; testing elements of the public realm proposals and identifying opportunities for collaboration.

Our ambition was to host an open, collaborative and informal discussion where all attendees could speak freely and all views were respected. This was the first in a series of focused conversations we hope to hold with the local community and stakeholders on the topic.

Agenda:

This document summarises the discussion and findings from the session. The session involved a walk around the site before a round-table discussion, which focussed on three topics:

- Safety and inclusion in public space
- Inclusivity, Diversity and Accessibility
- Movement, Connectivity and Safety

Contributors:

- Professor, University of Westminster
- DSDHA/LSA student
- Central District Alliance representative
- Director, Shaftesbury Theatre
- Asian Women's Resource Centre representatives

Facilitators:

Lydia Hyde, Poppy Levison (DSDHA)

Project Team:

Eleanor Wright, Edward Beaver (Simten)
Ellie Tucker, Folabi Giwa (LCA)
David Hills (DSDHA)



Above: Site visit before the roundtable discussion (25.01.2023)

3

Presentation Slides from the Event

DSDHA

'Safety & Inclusion' in Public Space

The site and surrounding area have a significantly higher crime rate than both the borough and London as a whole. The crime ranges from anti-social behaviour and theft, to violence and sexual offenses.

While this is important information to consider, we also recognise that 'safety' is broader than just crime.

Area	Crime Rate
four area	31
Borough	12
London	8

Crime Map, 2022

Area	Violence and sexual offences	Anti-social behaviour	Burglary
Museum Street / High Holborn	6	6	4
West Central Street	6	4	2
Grape Street	1	1	1
High Holborn & Museum Street	11	1	1

Source: <https://www.met.police.uk/a/your-area/met/camden/holborn-and-covent-garden/>

Source: www.sdt.co.uk/crime-in-my-area

4



Presentation Slides from the Event

DSDHA

'Safety & Inclusion' in Public Space

A Spectrum of Experiences
As well as looking at crime, we wanted to ensure the conversation addressed the whole spectrum of safety. To do this we started with an introduction to the definitions of 'safety' and 'inclusion' as described in the Great London Authority's Good Growth By Design document 'Safety in Public Space: Women, Girls and Gender Diverse People'.

SAFETY IN PUBLIC SPACE

WOMEN, GIRLS AND GENDER DIVERSE PEOPLE

Safety in Public Space: Women, Girls and Gender Diverse People, 2022

1 Freedom from violence, harassment and intimidation
2 Usability
3 Sense of belonging and levels of participation

"Do I feel free from the threat of violence?"
"Does this space meet my needs?"
"Do I feel welcome, empowered and a sense of ownership over this space?"

Inconvenienced Ill-at-Ease Endangered

Exclusion as the common foundation

5

Presentation Slides from the Event

DSDHA

Public Realm Vision Framework

The Public Realm Framework (right) is used in DSDHA projects to ensure that the approach and design are driven by a shared vision of all involved. The diagram ensures that public realm projects are committed to improving the environmental, cultural and social value of the area. These three categories are split into specific strategies which contribute to improving the associated value statement; this session focused on the 'social value' aspect of this diagram to frame the discussions.

Environmental Value
Social Value
Cultural Value

Sustainability
Flexibility, Adaptability & Resilience
Nature
Wellbeing & Security
Movement, Connectivity & Safety
Inclusivity, Diversity & Accessibility
Local Partners
Heritage & Local Context
Play & Education

6



Discussion Summary

DSDHA

Inclusivity Diversity and Accessibility

The following pages provide a summary of the three discussion topics with associated questions, responses and key takeaways.

Definition:

Prioritising an inclusive, diverse and accessible public realm; including designing for disability, neuro-diversity, the aging population, those with children and night-time female & gender diverse safety.

Guiding Questions:

- What local public spaces feel safe, accessible and welcoming and why?
- What is missing in the local area?
- What are the differing user needs in public space, and how can the proposal reflect these?

Key Takeaways

- Lighting is key in creating a safe and welcoming environment - consider colour, brightness and position.
- Seating needs to consider a diverse range of users in size, shape and position, to be both inclusive and create a feeling of safety.
- Create green dwell spaces that feel safe at day and night, potentially creating a seasonal strategy on safety.

'There is a need for dwelling space for local workers; somewhere to eat lunch, make calls, chat to colleagues etc.'

'Green spaces create isolation and 'no go' areas for certain groups at night. The scheme should combat this by ensuring planted areas are well lit.'

'Glare from buildings can cause problems in the adjacent outdoor areas.'

'The seating should be designed in a round shape where people can face each other for inclusivity - reference Deafspace, families chatting etc.'

'Seating should provide a solid back to lean on for increased feeling of safety.'

'Seating should be provided at multiple heights for children, women and disabled users.'

'Middle Eastern counties are in the top 5% of safety at night partly because of a more consistent sunrise/sunset (in contrast to the UK where it gets dark at 4.30pm in Winter) - this could be targeted through seasonal safety measures.'

'Benches should be located in areas where the user can see out, but not felt watched themselves (i.e. sitting in a busy café area whilst looking onto activity in the street).'

'Seating should be designed with armrests for older/ disabled/pregnant users, but also provide longer stretches of seating which does not prevent users from lying down.'

'Lighting should balance safety with the comfort of residents. This could be achieved through lighting at street level.'

'Warmer coloured lighting is preferred as it is easier on the eyes and reduces contrast between light and dark areas.'

'Wide pedestrian footpaths will create space for a more diverse range of users.'

'Balance the need for lighting with sustainability, energy consumption and light pollution.'

'Implementing good lighting is a baseline requirement for women to feel safe and routes to feel welcoming. This should be assessed to align with sustainability standards.'

'BSI guidance for Neurodivergent People should be considered, e.g. too much contrast or colour in public space can be overstimulating.'

Contributor responses

Discussion Summary

DSDHA

Movement, Connectivity and Safety

Definition:

Increasing pedestrian priority by improving personal safety, comfort, way-finding legibility and connectivity. Encouraging active travel by ensuring ease of access with as few obstructions as possible.

Guiding Questions:

- What safety issues and needs are a priority to consider in this area?
- How can these issues be considered while ensuring inclusivity and accessibility?
- What appetite is there to reinstate London's forgotten walkways? (e.g. Vine Lane)
- How could the proposed routes be more accessible/attractive to increase footfall and encourage visitors to stay in the area?

Key Takeaways

- Create natural surveillance by keeping people in the area through the day/night, through restaurants and affordable housing.
- Consider private security with both a physical presence and CCTV
- Ensure there is no hard border between 'safe' new space and the surrounding streets, which could push issues onto the surrounding areas.

'An increased number of restaurants along Vine Lane would encourage more people to dwell and travel through the area at night, increasing the sense of safety.'

'A response alarm system at street level could be implemented as a pilot scheme to increase female-safety.'

'Providing affordable housing can help with natural surveillance as residents are more likely to be long-term.'

'Providing CCTV and large, clear notices indicating CCTV presence is welcomed as off-putting to potential criminals. CCTV generally welcomed and supported to improve feelings of safety.'

'Large or excessive noise should be discouraged as this can be intimidating to certain user groups.'

'The transition through the project areas and surrounding streets should be designed and managed to avoid borders between safe/unsafe areas.'

'Fairy lights in Vine Lane would continue the atmosphere from Covent Garden.'

'Gating Vine Lane at night could make West Central Street less safe as it would remain a quiet route which is not overlooked.'

'Private security which creates a 'presence' at ground floor use is an effective safety measure. A 24-hour presence in the office buildings would be welcomed.'

'Low confidence in the police is a challenge - practical safety measures (lighting, surveillance etc.) would be well received.'

Contributor responses



Discussion Summary

DSDHA

Wellbeing, Play and Education

Definition:

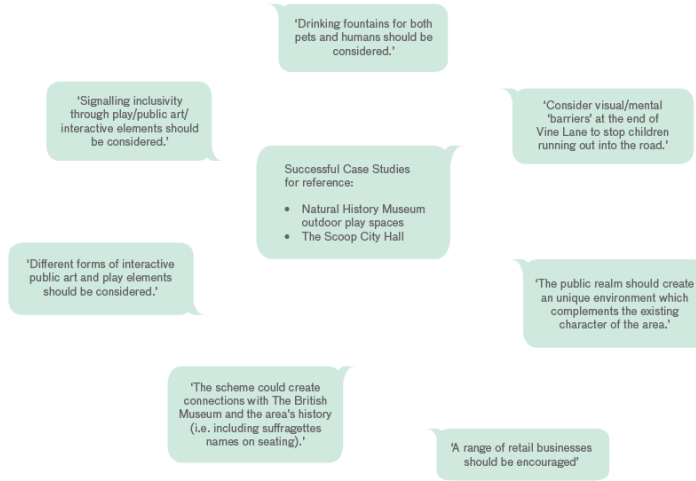
Creating an educational and leisure strategy which addresses the wellbeing of users in terms of physical, mental, social and emotional health. Different users will have a variety of needs across all times of the day and night.

Guiding Questions:

- What local public spaces offer a sense of wellbeing, play and/or education and why?
- How can quiet routes best dissuade anti-social behaviour? (e.g. lighting, security, activity or gates)
- What opportunities could there be for collaboration with local groups/stakeholders on elements of the public realm? (e.g. design, management)

Key Takeaways

- Create a playful, safe atmosphere through play elements and spaces to informally dwell.
- Cultivate a inclusive environment by celebrating diverse groups, suggestions included public art.
- Retain the unique character of the area - potentially through approach to retail (types of space/affordability)



Contributor responses

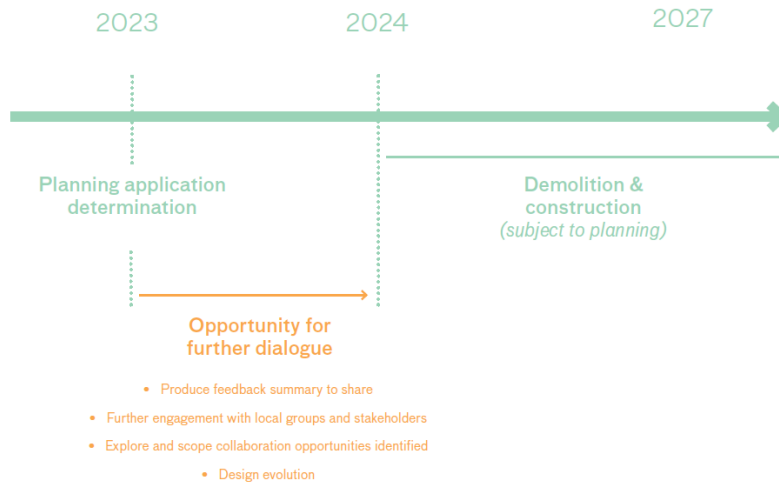
9

Next Steps

DSDHA

The diagram opposite outlines the proposed timeline for the project including opportunities for future dialogue.

We would like to thank all of the participants for giving us their time and valuable insights.



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8. APPENDIX II: 2021 SCI



8. 2021 SCI

SECTION 1: INTRODUCTION

1.1 This Statement of Community Involvement (SCI) has been prepared in support of the detailed planning application being submitted by Lab Selkirk House Ltd ('the Applicant') to the London Borough of Camden ('the Council') for the redevelopment of the land at Selkirk House, 166 High Holborn and 1 Museum Street, 10-12 Museum Street, 35-41 New Oxford Street and 16A-18 West Central Street, London, WC1A 1JR ('the site').

1.2 It forms part of the supporting material for the planning applications for the redevelopment of the site, located in the Holborn and Covent Garden ward of London Borough of Camden (the Council).

1.3 The application is for the following proposed development:

Redevelopment of Selkirk House, 166 High Holborn and 1 Museum Street following the substantial demolition of the existing NCP car park and former Travelodge Hotel to provide a mixed-use scheme, providing office, residential, and town centre uses at ground floor level. Works of demolition, remodelling and extension to 10-12 Museum Street, 35-41 New Oxford Street, and 16A-18 West Central Street to provide further town centre ground floor uses and residential floorspace, including affordable housing provision. Provision of new public realm including a new pedestrian route through the site to link West Central Street with High Holborn. Relocation of cycle hire docking stations on High Holborn.

1.4 Specifically, the proposed development will comprise:

- *A series of new buildings across the site, ranging in height from **4 storeys to 21 storeys**.*
- *The provision of **29 residential units, totalling 2,906 sqm (GIA), representing a residential uplift of 2,411 sqm (GIA)**. This includes **12 affordable homes equating to 40% affordable housing on a floorspace basis**.*
- *The provision of **24,822 sqm (GIA)** for non-residential uses:*
- ***23,359 sqm (GIA)** of office floorspace (Class E(g)(i)).*
- ***1,463 sqm (GIA)** of flexible town centre uses floorspace (Class E), specifically comprising:*
- ***326 sqm (GIA)** of open Class E floorspace.*
- ***1,137 sqm (GIA)** of restricted Class E floorspace (allowing all Class E uses except for office (E(g)(i)) and research and development (E(g)(ii)).*

1.5 Full details of the proposals can be found in the Design and Access Statement and other documents submitted as part of the application.

1.6 This SCI demonstrates that a thorough approach has been taken to consult with local residents, community groups, local businesses and organisations as well as ongoing engagement with councillors, officers and neighbours of the Sites.

1.7 The SCI outlines the key activities undertaken as part of the consultation strategy, including activities and engagement with stakeholders and the community, the feedback received, and the Applicant's response to this feedback.



- 1.8 All engagement activities outlined in this document were undertaken by the Applicant and the Applicant's representatives - architects DSDHA, planning consultant Icenl, and public consultation and communications specialists, London Communications Agency.
- 1.9 The SCI is in accordance with Camden Council's Statement of Community Involvement guidance (adopted in 2016) and the Applicant has taken the advice of the Council before commencing, and throughout the consultation programme.
- 1.10 It also reflects the principles for consultation in the Localism Act (2011) and in the National Planning Policy Framework (2012 / 2019). The Applicant has fully considered the comments received and has responded to them in the SCI.
- 1.11 The proposed development has evolved through an extensive pre-application and wider stakeholder consultation process, which has included collaborative discussions with the Council, Greater London Authority ('GLA'), Transport for London ('TfL'), Historic England ('HE'), and a number of other key stakeholders.
- 1.12 The proposed development provides the opportunity to regenerate this strategically important site through the demolition and refurbishment of the existing poor-quality buildings and replacement with a highly sustainable mixed-use development. The proposed development will deliver all the key master planning requirements and uses specified by the Local Plan (2017), the Holborn Vision and Urban Strategy (2019), and the Draft Site Allocations Plan (2020), providing the opportunity to deliver a wide range of planning and public benefits.



SECTION 2: EXECUTIVE SUMMARY

- 2.1 This Statement of Community Involvement (SCI) relates to development proposals at 166 High Holborn and 1 Museum Street, 10-12 Museum Street, 35-41 New Oxford Street and 16A-18 West Central Street, London, WC1A 1JR.
- 2.2 This SCI demonstrates the Applicant's commitment to implementing a comprehensive consultation approach, designed to give people the opportunity to feedback on the plans for the Sites.
- 2.3 This section provides a brief summary on the proposals and the pre-application consultation process.

Context

- 2.4 The site is located within the Holborn and Covent Garden Ward of the London Borough of Camden. The site comprises a number of individual different buildings within the red line area, which includes Selkirk House (166 High Holborn and 1 Museum Street), 10-12 Museum Street, 35-41 New Oxford Street and 16A-18 West Central Street.
- 2.5 The site is bounded by High Holborn to the south, Museum Street to the east and New Oxford Street to the north, with the rear of the properties fronting Grape Street forming the western boundary. West Central Street dissects the site and separates out Selkirk House from the New Oxford Street and West Central Street block (known as the West Central Street component of the site).
- 2.6 Selkirk House currently comprises a 17-storey building, which includes two basement levels, and a further partial basement level. Selkirk House is occupied by the former Travelodge hotel building and NCP car park. The former Travelodge building provided overspill accommodation from the primary Travelodge hotel building on the opposite side of High Holborn, however, the hotel use at the site ceased all operation in June 2020. At lower levels there is an NCP car park set across basement to second floor level.
- 2.7 The West Central Street buildings are predominantly in retail use at ground floor level fronting New Oxford Street. The basement, first and second floors of No. 39 – 41 are in office use with the upper floors of 35 – 37 being in residential use. No's 16a, 16b and 18 West Central Street were previously in use as a nightclub at basement level with offices above.
- 2.8 The West Central Street component of the site falls within the Bloomsbury Conservation Area. There are no listed buildings on the site, however, Grade II listed buildings adjoin the site boundary at 43-45 New Oxford Street and 16 West Central Street. No. 33-41 New Oxford Street, 10-12 Museum Street and 16A-18 West Central Street are each identified as 'positive contributors' in the Conservation Area Appraisal. The shopfronts at numbers 10 and 11 Museum Street are identified separately as positive contributors to the Conservation Area. Selkirk House sits outside of the Conservation Area boundary which runs along West Central Street.
- 2.9 The site is located in close proximity to a number of well known, large-scale developments including, Centre Point, Central St Giles, and the Post Building development directly adjacent. Notably, further to the north of the site lies the British Museum.



- 2.10 The site benefits from a PTAL rating of 6b being close to three underground stations, namely Holborn to the east, Tottenham Court Road to the south-west (also including the future Crossrail station) and Covent Garden to the south. This area of London is very well served by bus routes on High Holborn and New Oxford Street. High Holborn and New Oxford Street are also on the London Cycle Network and experience high levels of commuter cycling.
- 2.11 There are high levels of pedestrian movements in the area surrounding the site and this is expected to increase when Crossrail opens. The site is situated within an urban island bounded and fragmented by a busy multi-lane, one-way system.
- 2.12 Public realm improvements are being brought forward as part of the West End Project, which will link in with the popular tourist routes from either Leicester Square or Covent Garden to the British Museum. Works are currently under way on the West End Project and this will make significant improvements, easing congestion and rebalancing the priority of public realm towards the pedestrian and cyclist.
- 2.13 In summary, the proposals for Selkirk House and West Central Street are seeking detailed planning permission for:
- 23,359 sqm (GIA) of office floorspace falling within Class E(g)(i). This will be provided within the Museum Street and Vine Lane buildings.
 - 1,463 sqm (GIA) of flexible town centre floorspace at ground floor level falling within Class E. This will be provided within the Museum Street, Vine Lane, High Holborn, and West Central Street buildings. The planning application specifies the range of uses within Class E that each of these units is seeking permission for.
 - 2,906 sqm (GIA) of residential floorspace falling within Class C3. This will be provided within the West Central Street and High Holborn buildings. All of the affordable housing component is provided with the West Central Street buildings.
 - Two basements which will be used for cycle parking, servicing areas, plant, storage, and other ancillary uses.
 - A high proportion of open space across the site totalling 3,014 sqm, provided as public realm, pocket parks, communal areas, play space and private amenity for residents and office occupants.
 - In addition to the open space provision within the Applicant's ownership, 729 sqm of public realm and streetscape improvements outside of the Applicant's ownership is proposed.
 - The creation of new public pedestrian route through the site known as 'Vine Lane', which will link High Holborn with West Central Street.

Proposals

- 2.14 Early proposals for the One Museum Street development were first taken to a Design Review Panel in February 2018. A sequence of design meetings was held with officers, with a further two Design Review Panels (DRP) undertaken and one meeting with the Strategic Review Panel on Emerging Proposals was attended. The sequence of meetings is set out below and in Section 3 of the SCI.

Date	Meeting	Meeting Focus
February 2018	Design Review Panel	

July 2019	Pre-application 1	Principle of demolition, 1 Museum Street bulk and massing, public realm improvements and land use approach
September 2019	Pre-application 1	1 Museum Street architecture, proposed new pedestrian route and initial massing / quantum studies and heritage assessment for WCS buildings.
September 2020	Pre-application 03	Masterplan design development
November 2019	One Museum Street Workshop 1	1 Museum Street building
December 2019	DRP Meeting 01	
December 2019	GLA meeting 01	
March 2020	West Central Street Workshop	West Central Street buildings
April 2020	Transport Workshop	Public realm, transport, and servicing
May 2020	West Central Street Townscape & Heritage Approach	West Central Street buildings
June 2020	Pre-application 04	Site wide analysis
September 2020	Transport Workshop	Public realm, transport, and servicing
September 2020	GLA meeting 02	
October 2020	DRP Meeting 02	
November 2020	One Museum Street Workshop 2	1 Museum Street building
December 2020	Vine Lane and High Holborn Block Workshops	Vine Lane and High Holborn buildings
January 2021	Pre-application 05	Site wide analysis

2.15 In discussions with LBC about the site, seven principles emerged for the project:


- Significantly improve the public realm, in particular on Museum Street
- Replace vacant hotel space with new, flexible office space providing new jobs for the borough and providing new homes, including affordable housing
- Create a new north-south route through the site between New Oxford Street and High Holborn, including a public garden space
- Improve the surrounding townscape and further improve views in and out of the surrounding Conservation Area
- Transform an outdated and poorly designed tall building with new, high-quality and innovative architecture
- Create new shops, cafes and restaurants
- Strengthen and make sense of linkages to the surrounding area

Public Consultation – informing the local community about the proposals

2.16 After a number of design meetings, LBC and the Applicant and their design team were keen to see what people thought about the emerging proposals for the site.

2.17 The Applicant conducted a thorough consultation programme, which they shared with the Council in advance to ensure an appropriate approach during the uncertain times created by the pandemic. The main activities broken down are as follows:

- **December 2017** – Began engagement with local stakeholder groups and ward councillors including meetings with Councillor Awale Olad of Holborn and Covent Garden Ward, and the South Bloomsbury Tenants' and Residents' Association.

- 
- **January 2018** – Continued engagement with local stakeholder groups and ward councillors including the Covent Garden Association and BeeMidtown.

Following initial rounds of consultation, the Applicant paused the project to spend time considering how to take the proposals forward. At this point the architect and consultant team was changed before discussions with the Council began, with consultation restarting in 2019.

- **November 2019** – Continued engagement with local stakeholder groups and ward councillors including the Bloomsbury Conservation Area Advisory Committee and the Covent Garden Community Association.
- **March 2020** - The planned second wider phase of consultation on the updated scheme coincided at the same time as the Covid-19 pandemic and national lockdown which restricted face-to-face engagement and the design team therefore took the decision to delay this.
- **October 2020** – Launch of digital consultation on a bespoke consultation website, with exhibition boards introducing the updated proposals. The Applicant wrote to key local stakeholders and groups publicising the consultation, advertised it in the Camden New Journal and ran a social media campaign on Facebook and Instagram.
- **10 December 2020** – Development Management Forum (DMF) attended by 32 people and available on the Council's website to watch after the event.
- **February 2021** – Second digital consultation launched, with exhibition boards providing an update on the proposals. To promote the launch the Applicant wrote to key local stakeholders and groups publicising the consultation, advertised it in the Camden New Journal and ran a social media campaign on Facebook and Instagram.
- **March 2021** – The Applicant presented the scheme to the London Borough of Camden's Planning Committee members and ward councillors at the Developers Briefing. The Applicant also met with BeeMidtown and presented the scheme.
- **April 2021** – The Applicant attended a meeting with twelve local groups including: The Bloomsbury Association; The Covent Garden Community Association; The Covent Garden Area Trust; Save Bloomsbury; Bloomsbury Conservation Area Advisory Committee; The Soho Society; Leicester Square Association; South Bloomsbury Tenants and Residents' Association; Tavistock Chambers Residents' Association; West Central Street Residents' Association; Grape Street Residents' Association and Willoughby Street Residents Association. To answer questions on the night, the Applicant brought along a full project team, including visualisation specialists Millar Hare to show views and to help inform discussion on height.
- **Late April 2021** – Submission of planning application to Camden Council. Continuing engagement with local organisations and groups.

2.18 In October 2020 the Applicant launched the digital consultation platform <https://onemuseumstreet.com/> and promoted it locally to people through the following ways:

- a. Personalised letters/emails to key stakeholders (Appendix A)
- b. Consultation flyer delivered to 2588 local households and businesses (Appendix B)



- c. Quarter page advert in the Camden New Journal (Appendix C)
- d. Advertising campaign on Facebook and Instagram (Appendix D)
- e. Virtual meetings with a number of local community groups.

The results of this engagement are set out in Section 3 of this SCI.

2.19 To enable as many people as possible to contact the consultation team and comment on the proposals, a range of feedback mechanisms were used, including:

- An online survey on the consultation website – <https://onemuseumstreet.com/> (Appendix E)
- Freephone number – 0800 307 7975
- A dedicated email address – onemuseumstreet@londoncommunications.co.uk

2.20 In November 2020, Camden Council included a notice in page 19 of the Camden New Journal to promote the Development Management Forum (DMF). The public notice is included in Appendix F.

2.21 On 25 November 2020 the applicant presented the schemes at a virtual DMF. In December 2020, the Applicant considered the feedback from the DMF, from all meetings with LBC including the DRP, the meetings held with stakeholders, and the comments from the online engagement.

2.22 Between 2017 and March 2020 the Applicant was able to meet local stakeholders and groups in person to discuss the emerging proposals. In March 2020 the Covid-19 pandemic hit and face-to-face meetings became impossible. However, some virtual meetings with stakeholders did take place. The table below summarises the meetings held with a variety of stakeholders:

Date	Stakeholder
5 December 2017	Councillor Awale Olad, Holborn and Covent Garden Ward
14 December 2017	South Bloomsbury Tenants' and Residents Association
8 January 2018	Covent Garden Community Association
15 January 2018	BeeMidtown
5 November 2019	Bloomsbury Conservation Area Advisory Committee
11 November 2019	Covent Garden Community Association
4 December 2020	Bloomsbury Association and Covent Garden Community Association
8 December 2020	South Bloomsbury TRA
10 December 2020	Presentation to Camden's Development Management Forum (DMF)
5 March 2021	Meeting with BeeMidtown
15 April 2021	Meeting with twelve local groups ahead of submission, including: <ul style="list-style-type: none"> • The Bloomsbury Association



	<ul style="list-style-type: none">• The Covent Garden Community Association• The Covent Garden Area Trust• Save Bloomsbury• Bloomsbury Conservation Area Advisory Committee• The Soho Society• Leicester Square Association• South Bloomsbury Tenants and Residents' Association• Tavistock Chambers Residents' Association• West Central Street Residents' Association• Grape Street Residents' Association• Willoughby Street Residents Association.
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Feedback

Of all feedback received as of April 2021, 35 responses were submitted via our consultation inbox and website surveys - 14 (40%) local stakeholders and residents expressed generally positive views towards the proposals, 16 (45%) expressed generally negative views, and 6 (17%) were generally neutral/mixed.

2.23 The key themes that have been identified from the consultation feedback are detailed in Section 4 of the SCI.

2.24 The following headline points were raised. A more detailed analysis of all the feedback is set out in Section 4 of the SCI:

- Concerns regarding the height of the building
- Questions as to whether there is still demand for an office building in Holborn in light of the Covid-19 pandemic
- Implications on the air quality and pollution in this area of Holborn
- Need for affordable homes and supermarkets/ retail for residents
- Questions as to the colour pallet and design

2.25 The public was also invited to and attended the Council's own Development Management Forum (DMF), with a number of questions put forward during the event by attendees.

2.26 Given that face-to-face engagement was still considered challenging, on 16 February the applicant launched a second digital consultation through the bespoke consultation website detailing the scheme to help inform all stakeholders of the detailed design and benefits. This is set out in Section 3 of the SCI.

2.27 The applicant also re-approached a number of the stakeholders to offer further meetings and a number of follow up sessions took place to present the updated proposals and answer any remaining questions on the scheme.

2.28 Details of the feedback received and the Applicant's responses to this feedback are summarised in Section 4.

2.29 On the 15 April 2021 the Applicant met with twelve local groups head of submission, bringing to the meeting a full project team including visualisation specialists Millar Hare to show views.



2.30 The Applicant will continue to maintain an open dialogue with stakeholders and local communities throughout the application process, as required.



SECTION 3: CONSULTATION STRATEGY AND ACTIVITY

- 3.1 LCA was appointed to lead a programme of pre-application consultation on the proposals for the proposed development.
- 3.2 The objectives of the consultation were:
- a. To engage local people and a wide range of stakeholders, local businesses and organisations, and members of the local community to see and comment on the plans.
 - b. To conduct a targeted consultation, engaging with local politicians, local groups, businesses and residents.
 - c. To explain the aims behind the proposals and how they would benefit the area, exhibiting all the proposals with as much detail as available at the time.
 - d. To provide opportunities for people to express their views through various communications channels, including meetings, an online exhibition, consultation website, social media ad campaigns, freephone and email.
 - e. To ensure the Applicant and consultant team engaged directly with the public, reflecting how committed the team is to consultation and understanding people's views.
 - f. To understand the issues of importance to stakeholders before submission of the application.
 - g. To work closely with Camden Council to ensure key officers and councillors are aware of the proposed development, key consultation activities and outcomes.
- 3.3 A consultation strategy was developed to meet these objectives, which is outlined below. The strategy was set out in four phases, comprising initial key stakeholder engagement, wider online consultation launch with social media campaign, Development Management Forum and Design Review Panel, virtual online exhibition of final designs and ongoing stakeholder engagement.

COVID-19

- 3.4 Given the Covid-19 pandemic, it was clear that face to face stakeholder meetings and physical public exhibition events would not happen.
- 3.5 However, engagement activities continued in line with the project's timescales. These included issuing stakeholder letters, adverts in the local papers and producing materials detailing the proposals.
- 3.6 The objectives remained the same – to engage and consult with local stakeholders and residents, to ensure they were well informed and given an opportunity to provide their feedback on the proposals being put forward.
- 3.7 The below section outlines the activities undertaken for the pre-application consultation from December 2017 – April 2021.

Phase 1 – Early stakeholder engagement (December 2017 – November 2019)

- 3.8 From December 2017– November 2019, the Applicant began engaging with local stakeholders and close neighbours to the Sites. Throughout this period personalised letters were issued to key local stakeholders and groups - introducing the Applicant, early ideas for the site, informing



them about the emerging proposals, and offering a meeting with the project team to discuss the plans.

- 3.9 The Applicant wrote to key stakeholders including key councillors, local businesses and community groups and met with some of these groups. A list of all meetings which took place during this period can be seen below. All stakeholders contacted by the Applicant can be found in Appendix A.

Date	Stakeholder
5 December 2017	Councillor Awale Olad, Holborn and Covent Garden Ward
14 December 2017	South Bloomsbury Tenants' and Residents Association
8 January 2018	Covent Garden Community Association
15 January 2018	BeeMidtown
5 November 2019	Bloomsbury Conservation Area Advisory Committee
11 November 2019	Covent Garden Community Association

- 3.10 The meetings were hosted by The Applicant with representatives from each of the core consultants to ensure that many specific issues about the proposals could be addressed directly. This included representatives from the following organisations:
- Lab Selkirk House Ltd (the Applicant)
 - DSDHA (Architects)
 - Icenl (Planning Consultants)
 - London Communications Agency (Public Consultation and Communications Consultants)

- 3.11 A summary of the feedback collated from the meetings can be found in Section 4 of this document.

Phase 2 – Online consultation launch (October 2020)

- 3.12 Following pre-application correspondence with key stakeholders and community groups, the Applicant undertook a wider online public consultation, which launched in October 2020.
- 3.13 A broad variety of channels were employed to promote the consultation in order to maximise engagement with local communities. These are detailed below:
- **Consultation flyer** – The consultation website was promoted through a flyer distributed to 2,588 local households and businesses. A copy of the flyer and map showing the distribution area can be found in Appendix B.
 - **Stakeholder letters** – Letters outlining the proposals were also sent to a number of local stakeholders and community groups. Appendix A.

- **Advert in Camden New Journal** – a quarter page advert was published in one issue of the area’s local newspaper, the Camden New Journal, on Thursday 29 October which advertised the consultation website. A copy of the advert published in Camden New Journal can be found in Appendix C.
- **Website** – A dedicated website was created – <https://onemuseumstreet.com/>– and included information about the proposals alongside detailed presentations of the emerging designs, along with a survey to leave feedback. The presentations were made available to download for those who wanted to review them in more detail. Screenshots of the website pages can be found in Appendix G.
- **Extensive Social Media advertising** – An ad campaign promoting the OneMuseum.com website at key milestones in the consultation ran on Facebook and Instagram from Thursday 3 December to Thursday 17 December 2020. The targeted audience was identified as a 2 km radius from the two sites. Total reach for December was 21,572, which contributed to 995 visits to the consultation website. A copy of the Facebook advert can be found in Appendix D.

3.14 A suite of fifteen information boards were produced with the written information provided in clear and concise English. Images, maps and diagrams, and computer-generated illustrations were used to explain the proposals (Appendix H). These were published on the website and hardcopy versions sent to any residents who requested it.

3.15 The information boards used during the digital consultation are summarised below:

Panel no.	Title	Content/details
One Museum Street		
1	Welcome	Introduction to the project and the project team. Including profiles of Lab Selkirk House Ltd and DSDHA.
2	Site Location and Context	A description of the site and what it is currently comprised of. Including a red line site map and images.
3	Site Location and Context	Information as to the wider context of the site in the surrounding area. Including listed buildings in the surrounding area and Conservation Areas.
4	Site History	A timeline of the site history and historical maps showing how the site has evolved to the present day.
5	Constraints and the Opportunity	The site’s current constraints and existing condition as well as the Applicant’s considered opportunities.
6	Constraints and the Opportunity	Key East/West strategic Connections and Crossrail
7	Public Realm	Information as to how the proposals responds to the improvements already underway as part of the West End Project and ties into the wider local context.
8	Public Realm	The proposed new public realm and four-character areas for Museum Street, High Holborn and West Central Street, Including the new north-south pedestrian connection.
9	The Proposals- One Museum Street	The Applicant’s vision for One Museum Street and proposed increase by four storeys.
10	The Proposals- One Museum Street	Before and after images of existing and proposed views.

11	The Grape St Block and High Holborn Block	Proposals for the Grape St Block and High Holborn Block.
12	The Proposals- West Central Street	Proposals for West Central Street
13	West Central Street	Before and after images of existing and proposed views.
14	Economic Benefits of Development of Selkirk House	An overview of economic developments
15	Thank you and next steps	Thank you and next steps- with details of how to provide feedback and get in touch with the consultation team.

3.16 A summary of the website views for the consultation website and each individual page are detailed below:

	Total website visits and unique visits
Website	Total: 995 Unique: 992

3.17 A summary of the feedback collated from the website survey submissions can be found in Section 4 of this document.

3.18 The Applicant wrote again to key stakeholders including key councillors, local businesses and community groups. A list of all meetings which took place during this period can be seen below. All stakeholders contacted by the Applicant can be found in Appendix A.

Date	Stakeholder
4 December 2020	Bloomsbury Association and Covent Garden Community Association
8 December 2020	South Bloomsbury TRA
10 December 2020	Presentation to Camden's Development Management Forum (DMF)

Feedback mechanisms

3.19 To enable as many people as possible to contact the consultation team and comment on the proposals, a range of feedback mechanisms were used, comprising:

- Feedback form, on the consultation website (onemuseumstreet.com) to be completed. A copy of the survey questions can be found in Appendix E.
- Freephone number – 0800 307 7975
- A dedicated email address – onemuseumstreet@londoncommunications.co.uk



3.20 All feedback mechanisms continue to remain open following the exhibition for local residents and businesses to share their feedback on the proposals.

Phase 3 – Development Management Forum (December 2020)

3.21 An online Development Management Forum (DMF) was arranged by Camden Council for Thursday 12 December at 7pm for local residents and businesses.

3.22 This was set up in order to provide local people with an opportunity to find out more about the proposals and put forward any questions they had about the scheme.

3.23 Information about the proposals were presented by David Hills and Lemma Redda in an allotted time of 20 minutes, covering details about the proposed designs as well as the public benefits that the proposals could bring.

3.24 The DMF was publicised in a number of ways by both the project team and the Council, including personalised emails and a newspaper advert.

3.25 A notice was placed in Camden New Journal by the Council, promoting the DMF (Appendix F). Notices were placed around the site.

3.26 A summary of the feedback collated from the DMF can be found in Section 4 of this document.

Phase 4 – Second digital consultation (February 2021)

3.27 Following the DMF in December 2020, the Applicant launched a second digital consultation in February 2021 to present the final detailed designs of the proposals to show the local community how the designs had developed since the last phase of consultation.

3.28 The objectives of the second digital consultation were to:

- Present the developed proposals to local residents, businesses, staff, and other local stakeholders.
- Seek feedback on the developed designs of the proposed new building.
- Capture comments and feedback before submitting an application to Camden Council.

3.29 A broad variety of channels were employed to promote the consultation in order to maximise engagement with local communities. These are detailed below:

- **Consultation flyer** – The consultation website was promoted through a flyer distributed to 2,588 local households and businesses on Friday 19 February. A copy of the flyer and map showing the distribution area can be found in Appendix B.
- **Advert in Camden New Journal** – a quarter page advert was published in one issue of the area's local newspaper, the Camden New Journal, on Thursday 18 February which advertised the consultation website. A copy of the advert published in Camden New Journal can be found in Appendix C.
- **Website** – A dedicated virtual exhibition room was created on the website – <https://onemuseumstreet.com/> – and included information about the developed proposals

alongside information boards. As of Thursday 15 April, the consultation website has received 2.2K visitors to the site to view the proposals. Screenshots of the website pages can be found in Appendix G.

- **Extensive Social Media advertising** – An ad campaign promoting the OneMuseum.com website at key milestones in the consultation ran on Facebook and Instagram from Friday 19 February until Friday 5 March 2021. The targeted audience was identified as a 2 km radius from the two sites. Total reach for February was 26,090, which contributed to 1,500 visits to the consultation website. A copy of the Facebook adverts can be found in the SCI.

3.30 A suite of fourteen information boards were produced with the written information provided in clear and concise English. Images, maps and diagrams, and computer-generated illustrations were used to explain the proposals. (Appendix H)

3.31 The exhibition boards used during the consultation are summarised below:

Panel no.	Title	Content/details
One Museum Street		
1	Welcome & the Team	An overview of what the consultation pack includes and the project team behind the proposals along with the benefits these proposals will deliver.
2	Site Location and Context	An aerial photo and site map showing the red line boundary for the site.
3	Selkirk House and West Central Street	An overview of the site history and current condition and vacancy of the buildings.
4	Creating much needed homes in a restored West Central Street and Restoring the Historic Shop fronts on New Oxford Street	A summary of the proposals for One Museum Street and West Central Street.
5	Planning Context	An overview of relevant planning policy considerations and how the proposals responds to Camden's Draft Holborn Vision and the wider context of the surrounding areas. Includes a map showing the site's location in relation to surrounding Conservation Areas.
6	A Landscape led masterplan connecting to the West End Project	Further information on how these proposals tie into the West End Project and the significant improvements underway.
7	The Proposals	An overview of the proposals for One Museum Street, West Central Street, Vine Lane block, High Holborn and the public realm.
8	The New Public Realm	Further detail and images on the proposed landscape led masterplan and the new route through the site.
9	A New Walking Route through the Site	Further detail and images on the proposed new walking route through the site which has the potential to replace a dead-end



		with a new connection between High Holborn and New Oxford Street.
10	The High Holborn Building	Further detail and images on the proposed High Holborn building including the façade and how it responds to the neighboring buildings. Information on the proposed active ground floor frontage and residential entrance off Vine Lane.
11	Our Sustainability Aspirations	An overview of the project's sustainability aspirations and key initiatives for the project.
12	Updated Ground Floor Views	Images showing the proposed new walking route- Vine Lane.
13	Current and Proposed	Three views showing proposed and existing of the site from Bloomsbury Way and High Holborn.
14	Thank you	Contact details and timeline to submission.

3.32 A summary of the website views for the consultation website as of April 2021:

	Total website visits and unique visits
Website	Total: 2.2K

3.33 A summary of the feedback collated from the website survey submissions can be found in Section 4 of this document.

3.34 The Applicant wrote again to key stakeholders including key councillors, local businesses and community groups. A list of all meetings which took place during this period can be seen below. All stakeholders contacted by the Applicant can be found in Appendix A.

Date	Stakeholder
5 March 2021	BeeMidtown
18 March 2021	Presentation to Camden Planning Committee Members and ward councillors at Developers Briefing
15 April 2021	Meeting with twelve local groups ahead of submission, including: <ul style="list-style-type: none"> • The Bloomsbury Association • The Covent Garden Community Association • The Covent Garden Area Trust • Save Bloomsbury • Bloomsbury Conservation Area Advisory Committee • The Soho Society • Leicester Square Association • South Bloomsbury Tenants and Residents' Association • Tavistock Chambers Residents' Association • West Central Street Residents' Association • Grape Street Residents' Association



	• Willoughby Street Residents Association.
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Feedback mechanisms

3.35 To enable as many people as possible to contact the consultation team and comment on the proposals, a range of feedback mechanisms were used, comprising:

- Feedback form, on the consultation website (onemuseumstreet.com) to be completed. A copy of the survey questions can be found in Appendix E.
- Freephone number – 0800 307 7975
- A dedicated email address – onemuseumstreet@londoncommunications.co.uk

3.36 All feedback mechanisms continue to remain open following the exhibition for local residents and businesses to share their feedback on the proposals.



SECTION 4: COMMENTS ANALYSIS AND RESPONDING TO FEEDBACK

- 6.7 This section includes a summary and analysis of all feedback received throughout the pre-application consultation period.
- 6.7 The feedback received from the public consultation activities has been helpful and formed an important part of the design process.
- 6.7 The local authority has also been consulted and involved in the design throughout the development of the scheme and five pre-application meetings have been held with Camden Council.

General feedback

- 6.7 In total, we have had 35 responses from stakeholders and residents submitted through our consultation inbox and through website surveys.

Of all feedback received as of April 2021, 35 responses were submitted via our consultation inbox and website surveys - 14 (40%) local stakeholders and residents expressed generally positive views towards the proposals, 16 (45%) expressed generally negative views, and 6 (17%) were generally neutral/mixed.

- 6.7 Some of key themes that have been identified from the consultation feedback are:

Negative

- Overdevelopment of site and area
- Changes to building heights and impact on area
- Out of character with surrounding area/buildings
- Site could be better used (e.g., more (affordable) housing, fewer offices)
- Concern over public access to green space
- Dislike of architecture/design/building materials
- Consultation and key changes
- Impact on sunlight/daylight
- Construction impacts and pollution
- Changes to building heights and impact on area
- Out of character with surrounding area/buildings
- Site could be better used (e.g., more (affordable) housing, fewer offices)
- Concern over public access to green space
- Against loss of heritage
- Views from Conservation Areas and from the British Museum
- Light pollution
- Car parking and meaning of 'car free'
- Impacts on traffic
- Sustainability
- Floorspace figures

Positive

- Visual improvement of the site and improvement of area
- Appropriate scale and design for area



- Good use of the land
- Supports investment in the area
- Provision of (affordable) housing
- Likes design/materials of buildings



Feedback from website forms and flyer mailout

Positive comments

6.7 Examples of comments made in support of the proposals:

- *“Pretty good. Improves the slab and podium a lot. Love the cut through of W. Central to St Giles. My only suggestion would be to use a light colour palette. The Post Building is a fine structure but the architectural fad for black and brown can be dispiriting.”*
- *“Looks very interesting.”*
- *“Probably anything is better than the current pile, but I'd like to see more information and would like to be kept abreast.”*
- *“I would like to detail my support for this development. I live approximately 200 metres from the sight and have been a local resident for a very long time. For the many years, the sight has been semi derelict and/or a very under-utilised use of the large space. I believe the proposed mixed use; the design and the scale of the development is very much appropriate for the location and surrounding. I would be happy to continue to support the development in any way I can.”*
- *“In principle I am very much in favour of investment in this area, and I can see the potential of positive impact for local residents and local business.”*
- *“I currently rent a flat in Neal Street and love living in the area. This location would be perfect for me.”*
- *“Super.”*
- *“Like it.”*
- *“I am quite pleased hearing that this new development was proposed as one of Museum Street residents. I think this spot of area need to be replaced by one or few decent commercial buildings and city gardens because it is in the very central location of our great London.”*

Issues raised

6.7 The table below provides a qualitative analysis of these comments. These have been ordered by frequency in which each theme was mentioned within the website survey.

Comment	Number of responses that featured this comment theme
Positive	14
Generally positive comment	5
Likes design/materials/colour of buildings	4
Supports investment and jobs in the area	4
Good use of the land	4
Visual improvement of the site and improvement of area	3
Provision of green space	2
Generally positive comment	5
Likes design/materials/colour of buildings	4
Supports investment and jobs in the area	4
Negative	16

Changes to building heights and impact on area	9
Site could be better used (e.g., more (affordable) housing, fewer offices)	6
Environmental/Construction/Pollution impact	5
Out of character with surrounding area/buildings	4
Dislike of architecture/design/building materials	4
Impact on sunlight/daylight	3
Lack of consultation	3
Lacking detail	2
Overdevelopment of site	2
Impacts on traffic	2
Against demolition - for refurbishment	1
Against loss of heritage	1
Views from Conservation Areas and from the British Museum	1
Asked for justification of the height	14

6.7 Examples of comments which raised concerns towards the proposals:

- *"I look onto the Travel lodge Building & it really dwarfs the skyline already. The shadow this new building will cast on the neighbourhood of many residents is a lot"*
- *"With the C19 pandemic i feel we do not need more office space in this part of London. We have many unfilled buildings here already."*
- *"The residents around here really need more small, good quality food shops and places for families not more office workers which really don't need to travel into the metropolis."*
- *"The air quality where we live has been one of the worse places in the country and this is also down to the industrial vehicles/ demolition/ debris in the air/ noise pollution/ we have put up with for years... but for no benefit to the residents."*
- *"It is too tall. By about twice. The area is characterised by low level development, and there is no justification for this intrusion."*
- *"The intentions at street level are well-meant, but for them to have any true meaning they cannot be coupled with the bombastic and overbearing presence of a tower in this location. The aims are fundamentally at odds."*
- *"New block is too tall and overpowering. Will block out the sky view and light from Grape St."*
- *"I disagree. We need more affordable homes and supermarkets."*
- *"It's hideous".*
- *"An extremely tall multi storey office block is not needed in this location due to current over supply and changed working habits."*
- *"The scale is out of all proportion with surrounding buildings; the appearance has nothing to commend it, and it should not be allowed to compete with the present landmark building, Centre Point."*
- *"West Central Street is the only vehicular route to Grape Street now that the West End Project has sealed off access from Shaftesbury Avenue. You cannot cut off Grape Street completely! This was never proposed by anyone and it is wrong. No planning approvals exist. Businesses require deliveries, residents need deliveries and car pickups and dropping off. Emergency vehicles need access. Therefore, West Central Street should remain the vehicular access. Perhaps a treatment similar to the vehicle/pedestrian mix at St Giles might be considered, though very much a second choice, with full road construction preferred"*

- *“The existing Travelodge block already overshadows neighbouring older structures and in your proposals this building would be scaled up even higher by 4 storeys. The resulting structure would be out of scale with the surrounding area.”*
- *“The St Giles/Holborn neighbourhood urgently needs much more residential accommodation.”*
- *“I don't want another building site on my doorstep with all the stress, noise and air pollution.”*
- *“I think a high-rise building is out of place in this area and cannot see how the development will improve the traffic flow or the public's enjoyment of the area.”*

Development Management Forum (DMF)

6.7 As mentioned previously, a number of questions were submitted to The Council to be put forward to the project team. These can be summarised into the following themes:

- Is demolishing the building necessary?
- Consultation with local groups
- Out of character development, doesn't fit with surrounding buildings
- Concerns on daylight/sunlight impact on neighbouring residents
- Construction programme
- Considered incorporating basement to reduce height?
- Daylight sunlight impacts
- Noise from restaurants, bars and clubs
- Impact of Covid on demand for office space/ future viability
- Impact of construction on pollution
- Car parking and meaning of 'car-free'
- Site ownership and works to Grape Street
- Sustainability
- View from British Museum
- Public Access to Green Space
- Floorspace figures

Responding to feedback

6.7 Following the consultation, all comments received were analysed and fed back to the project team to inform the designs for the site. In addition, any questions asked were responded to by the team.

6.7 The following tables outline the key issues raised and the Applicant's responses. This reflects the issues raised earlier in this section, although comments concerning similar themes have been grouped together to avoid repetition.

Comment summary	Applicant response
Overdevelopment of site Against loss of heritage	Selkirk House lies just outside of the Bloomsbury Conservation Area, whilst the West Central Street section of the site lies within the Conservation Area. Outside of the red line boundary, abutting the site, there are two Grade II listed buildings on the West Central Street block. Nearby 16a-18 West Central Street are noted as positive



	<p>contributors due to their group value in conservation area terms.</p> <p>The proposed redevelopment of One Museum Street will engage fully and appropriately with the ongoing West End project improvements. The ‘stepped form’ of One Museum Street has been carefully sculpted and weighted towards both High Holborn and Museum Street to mitigate impact on neighbouring residential properties. The Applicant feels that this is appropriate for the area and integral in delivering 29 new homes in the heart of Holborn.</p> <p>The existing building has a poor presence on High Holborn and it detracts from neighbouring buildings due to the poor quality of the design. The Applicant believes that these proposals will be a positive addition to the area, adding a further layer of history as the continuing redevelopment of Holborn and New Oxford Street. Historic England have assessed the scheme on two occasions, and have judged that it represents less than substantial harm outweighed by public benefits it offers to the public via improvements to the local urban environment</p> <p>The Applicant has been mindful of the setting and context in developing the designs and believes that these proposals will be a positive addition to this varied area, adding a further layer of history.</p>
<p>Out of character/scale with surrounding area/buildings</p>	<p>The Applicant’s vision for One Museum Street is to replace the existing Travelodge (Selkirk House) with new, flexible office space and co-working space alongside new and improved public realm and new cafes, shops and restaurants at ground floor level. To enable this development, and in accordance with policy for the site, a more elegant building is proposed and will be a height of 22 storeys.</p> <p>The existing building has a poor presence on High Holborn and it detracts from neighbouring buildings due to the poor quality of the design. The Applicant believes that these proposals will be a positive addition to the area, adding a further layer of history as the continuing redevelopment of Holborn and New Oxford Street. Historic England have assessed the scheme on two occasions, and have judged that it represents less than substantial harm outweighed by public benefits it offers to the public via improvements to the local urban environment</p>
<p>Site could be better used (e.g., affordable housing)</p>	<p>Previous planning permission was granted on West Central Street for a part refurbishment, part new</p>



	<p>building development comprising 19 homes alongside ground floor shops and cafes and a workspace. These proposals seek to improve on that consent through an alternative approach which delivers a significant amount of housing, including affordable housing.</p> <p>Camden's planning policy, which includes the draft site allocation, requires a commercial-led mixed-use development on the site. The Applicant is proposing 29 new homes in the heart of Holborn, provided with a mix of 1,2,3 and 5 bedrooms and 40% affordable on site. All homes will be dual or triple aspect and tenure blind, with the 25 on West Central Street enjoying the reinstated historical courtyard. The applicant is also proposing four homes on High Holborn along with ground floor commercial use.</p>
<p>Building heights and their impact on surrounding buildings</p>	<p>The Applicant's vision for One Museum Street is to replace the existing Travelodge (Selkirk House) with new, flexible office space and co-working space alongside new and improved public realm and new cafes, shops and restaurants at ground floor level. To enable this development, and in accordance with policy for the site, a more elegant building is proposed and will be a height of 22 storeys.</p> <p>The proposed redevelopment of One Museum Street will engage fully and appropriately with the ongoing West End project improvements. The 'stepped form' of One Museum Street has been carefully sculpted and weighted towards both High Holborn and Museum Street to mitigate impact on neighbouring residential properties. The Applicant feels that this is appropriate for the area and integral in delivering 29 new homes in the heart of Holborn.</p> <p>The existing building has a poor presence on High Holborn and it detracts from neighbouring buildings due to the poor quality of the design. The Applicant believes that these proposals will be a positive addition to the area, adding a further layer of history as the continuing redevelopment of Holborn and New Oxford Street. Historic England have assessed the scheme on two occasions, and have judged that it represents less than substantial harm outweighed by public benefits it offers to the public via improvements to the local urban environment</p>
<p>How have you considered anti-social behaviour in the design of the public realm, ground floor and routes?</p>	<p>Crime and anti-social behaviour has been a key issue that has been raised, particularly with regards to the new public route - 'Vine Lane'. It is the Applicant's preference that this route should not be gated but we are working with all key stakeholders, including the Council, Metropolitan Policy and local</p>



	<p>residents to understand their preference. We are also designing in flexibility to allow a gate to be installed in the future if required, but a final decision has not yet been made on the issue. More generally, the Applicant has instructed a security consultant who is advising on all security matters across the site.</p>
<p>Is demolishing the building necessary?</p>	<p>The current building does not meet modern standards and, after extensive review, the Applicant decided that the site needs to be redeveloped with as many of the existing materials as possible recycled into the new building. In line with our sustainable strategy, the recycling and re-use of the existing building materials on site will be pursued where possible. The re-use of these materials will reduce the embodied carbon of the new building and reduce lorry movements. The intention is to retain and reuse the existing basement thereby reducing evacuation and disruption on local residents.</p> <p>Furthermore, refurbishment of the former Travelodge tower significantly restricts the opportunity to deliver public realm enhancements, including the new public route through the site - which is a key policy requirement within Camden's site allocation. The current site is fragmented, and its composition has resulted in providing areas for anti-social behaviour to take place. In line with the wider improvements being made to the Holborn area, there is an opportunity to provide improved pedestrian connectivity by demolishing the current poorly designed tall building and provide a new building designed to the highest environmental and wellbeing standards, with terraces on the south side of One Museum Street providing natural passive cooling and urban greening.</p>
<p>Consultation with local groups</p>	<p>While the Applicant has not yet been able to host a traditional public exhibition of the proposals, or have face-to-face meetings with people, a consultation website has created to ensure that the emerging proposals and project updates were shared widely. Flyers distributed advertised our virtual consultation to 2,558 addresses for both phases of consultation, providing information about our proposals and the designs. A Freephone line and email address was set up to receive comments and talk to people.</p> <p>The Applicant has also with numerous local groups and organisations to discuss our plans and hear their feedback including the Covent Garden Community Association, the Bloomsbury</p>



	Association, the Covent Garden Area Trust, BeeMidtown and the South Bloomsbury TRA.
Construction programme and impact of construction on pollution	<p>Should planning be achieved, a detailed Demolition Management Plan (DMP) and a separate Construction Management Plan (CMP) would be developed. The DMP and CMP would be subject to a neighbourhood consultation process and include the following considerations to mitigate the impact of construction on nearby residents:</p> <p>Hours of construction operation. Timetable of on-site deliveries (avoiding peak times such as school runs). Programme of construction through to completion. Construction techniques to mitigate disruption to neighbouring properties Details of a full noise and vibration study. Regular engagement with local residents and Camden Council to communicate site works, including a dedicated contact number/email for any questions or concerns.</p> <p>It will include detailed information about construction movements. The formation of a Construction Working Group (CWG) or similar, with representatives of our team as well as local residents and businesses would meet regularly in the lead-up to and throughout the construction process.</p> <p>Camden Council also requires all contractors to have Considerate Constructor Scheme (CCS) registration.</p>
Impact of Covid on demand for office space/ future viability	<p>One Museum Street has been designed to ensure that the building is resilient to future uncertainty, incorporating four sizes of floor plate, each subdivisible and interconnectable so that it can easily be adapted for a variety of uses. We believe that our proposals are significantly different to other office -led schemes in the area with outdoor meeting space and spectacular views, setting a new benchmark in the future of high-quality office design, and expect it to compete well in the marketplace.</p>
Have you considered including a coworking space or pop-up space to help local businesses launch?	<p>One Museum Street has been designed to ensure that the building is resilient to future uncertainty, incorporating four sizes of floor plate, each subdivisible and interconnectable so that it can easily be adapted for a variety of uses. The Applicant believes that our proposals are significantly different to other office buildings in the area, with a bespoke office-led design and affordable workspace suitable for start-ups and small businesses, outdoor meeting space and</p>



	<p>spectacular views we expect it to compete well in the marketplace.</p>
<p>Dislike of architecture/design/building materials</p>	<p>The Applicant has been mindful of the setting and context in developing the designs. The design for One Museum Street is in fact light in colour palette, comprising mainly of glass windows and a light bronze façade panelling.</p> <p>Surrounding One Museum Street is a number of older heritage buildings on West Central Street. These buildings are also part of the proposals and will have their façade repaired and repainted to a heritage colour, with unmatching windows replaced with matching.</p>
<p>What is meant by 'affordable housing' what is being used to determine affordability?</p>	<p>These proposals seek to provide 29 new homes in the heart of Holborn, including 40% of which will be affordable housing. Previous planning permission for the site was granted on West Central Street for a part refurbishment, part new building development, comprising 19 homes alongside ground floor shops and cafes and a workspace. These proposals seek to improve on that consent through an alternative approach which delivers a significant amount of housing, including affordable housing.</p> <p>Affordable housing is defined in the National Planning Policy Framework (NPPF) of which Camden's planning policy is required to be in general accordance with. Our affordable housing provision is accordance with and will meet these definitions. Typically, affordable housing means housing that is sold or rented at a discount of at least 20% below the local market value. As part of our proposals 5 residential units (3 x 2 bed and 2 x 3 bed) will be provided as Low-Cost Rent and 6 units (3 x 1 bed and 3 x 2 bed) will be provided as intermediate.</p>
<p>Considered incorporating basement to reduce height?</p>	<p>The Applicant has been mindful of keeping the height to a minimum while being able to deliver all the space and amenities that would be asked of new tenants making use of such a new development.</p> <p>The current proposals make use of the basement level with cycle storage, a loading bay for the retail space, refuse processing, and space for back of house uses that can be utilised by restaurant tenants.</p> <p>The basement space is already being utilised to its utmost, and therefore cannot be used in exchange for further storeys of the building levels.</p>



	<p>The intention is to retain and reuse the existing basement thereby reducing evacuation and disruption on local residents.</p> <p>The existing foundations will be supplemented by bored piles where necessary, subject to completion of the ground investigation works.</p>
--	--

Summary of changes made to One Museum Street as a result of consultation

6.7 Since consultation began with the local community and key stakeholders, the following design changes have been implemented to reflect feedback received:

- Initial application for West Central Street from part refurbishment, part new building development, comprising 19 homes alongside ground floor, shops, cafes, and a workspace.
- Change of application to deliver a greater amount of housing from 19 to 29 homes – including 40% affordable on site.
- Height of the rooftop extension to 10-12 Museum Street reduced to a single storey
- Location of play space changed
- Museum Street building extensions changed to ensure the health and retention of new and existing trees
- Introduction of ground floor colonnade and building shoulder on East elevation in response to LBC's concerns around microclimate
- Height of the building shoulder, now at 11th floor, is now dropped in response to design feedback from the council
- Additional lighting has been added to Vine Lane to improve safety
- New open-air approach to Vine Lane was in response to DRP and Camden feedback
- New proposals improve quality, apartment accessibility, aspect, and amenity provision.



SECTION 5: CONCLUSION

- 2.1 The Applicant has undertaken a comprehensive programme of engagement with local residents and businesses, local community groups, and political stakeholders ahead of submitting this planning application. The consultation has aimed to fully explain the context for the proposals, present the designs for the Site and respond to comments and questions raised.
- 2.2 The Applicant organised, publicised and launched an online consultation programme instead of the originally intended strategy due to the implementation of the national lockdown brought on as a result of the Covid-19 pandemic. An online DMF was also held, Following this, a second phase of digital consultation was held to present the developed designs before being submitted to Camden Council.
- 2.3 The Applicant wrote to the local ward councillors, other key elected the Council members and officers, local community groups and local residents and businesses in close proximity to the sites, to ensure they were well briefed on the proposals and had the opportunity to feed back.
- 2.4 A total of 35 people (to date) responded to the consultation provided feedback either via the website survey or through emailing the consultation email addresses. Separately, verbal comments have also been recorded and summarised in this SCI.
- 2.5 The Applicant has demonstrated a willingness to engage with local communities and relevant local businesses and will continue to do so after the application has been submitted and throughout the planning and construction process.
- 2.6 The Applicant would like to thank all members of the local community and others who have taken the time to participate in the consultation, ask questions and provide feedback to the project team.

SECTION 6: APPENDICES

Appendix A – List of stakeholders and community groups consulted as part of consultation and an example of the email sent

Dear

We are writing to you regarding the launch of our consultation website for the One Museum Street project, also known as Selkirk House, on High Holborn. The site has remained dormant for many months following the closure of the Travelodge and the NCP car park in 2020.

We are now getting in touch to let you know that the consultation website has now been updated and features up to date information and images on our proposals for the site ahead of submitting a planning application this Spring.

These proposals will replace a vacant site with much-needed new, flexible office space providing new jobs and homes for the borough. It will also improve the surrounding townscape and further improve views in and out of the surrounding Conservation Area and transform an outdated and poorly designed tall building with new, high-quality, innovative architecture.

With regards to developing the West Central Street Buildings, we are looking to deliver a minimum of 35% affordable housing on site, with all homes being of dual or triple aspect.

After reviewing feedback received during the first phase of consultation, the updated proposals will deliver 25 new homes – of which 17 will be affordable – as well as new shops, cafes, and restaurants at ground floor level, and a significantly improved public realm on Museum Street via a public garden space.

You can find out more about our updated proposals for the site at www.onemuseumstreet.com. We would also welcome the opportunity to organise a virtual meeting to further discuss our updated scheme. Please do let me know if this is of interest to you and I would be happy to arrange this for you.

Kind regards,

- **Ward Councillors**
- **100 New Oxford Street**
- **BeeMidtown**
- **Bloomsbury Association**
- **The Covent Garden Community Association**
- **The Covent Garden Area Trust**
- **Save Bloomsbury**
- **Bloomsbury Conservation Area Advisory Committee**
- **The Soho Society**
- **Leicester Square Association**
- **South Bloomsbury Tenants and Residents' Association**
- **Tavistock Chambers Residents' Association**
- **West Central Street Residents' Association**
- **Grape Street Residents' Association**
- **Willoughby Street Residents Association.**
- **Centre Point House Residents' Association**
- **Covent Garden Community Association (CGCA)**
- **Seven Dials Trust**
- **South Bloomsbury TRA**
- **25 Gresse Street Tenants and Residents Association**
- **8 Newton Street Residents Association**
- **Bedford Estates**
- **Bedford House Community Centre**
- **Bloomsbury Central Baptist Church**
- **Covent Garden Dragon Hall Trust**
- **Gillian Lynne Theatre**
- **Holborn DMC**
- **Queen Court Residents and Leaseholders Association**
- **Red Lion Tenants and Residents Association**
- **Rugby and Harpur Residents Association**
- **Russell Square Residents Group**
- **Tavistock Chambers Residents Association**
- **The British Museum**



Appendix B – Consultation flyer delivered to local households and businesses and map of distribution area

DSDHALABTECH



PROPOSALS FOR NEW HOMES, RETAIL, AND OFFICE SPACE - ONE MUSEUM STREET, SELKIRK HOUSE

Find out more about updated proposals to develop One Museum Street – also known as Selkirk House and its adjacent buildings on West Central Street. The site on Museum Street and High Holborn lies vacant following the closure of the Travelodge and NCP car park in 2020.


Our vision is to replace the vacant Selkirk House with modern, flexible office and co-working space, with improved public realm, and new cafes, shops, and restaurants at ground floor level.

Our proposals for West Central Street seek to provide 25 new homes – of which 17 will be affordable – as well as new shops and cafes at ground floor and bring to life a new north-south route.

Following consultation in late 2020 and the feedback received, these proposals have been updated ahead of submission this Spring. For more information, please visit our online exhibition at www.onemuseumstreet.com.

You can also provide your feedback and views on the proposals online.

PROPOSALS FOR NEW HOMES, RETAIL, AND OFFICE SPACE - ONE MUSEUM STREET, SELKIRK HOUSE



Aerial map showing site of One Museum Street/Selkirk House and West Central Street buildings.

OUR APPROACH DURING COVID-19

We think it is important that we continue to update and engage with local people as our designs progress. The Covid-19 pandemic has naturally impacted how we do this, and in line with current Government guidance, we have so far been unable to hold any public in-person events as was our intention.

There is a range of ways you can speak to us if you have questions about the proposals or want to give your views:

✉ onemuseumstreet@londoncommunications.co.uk

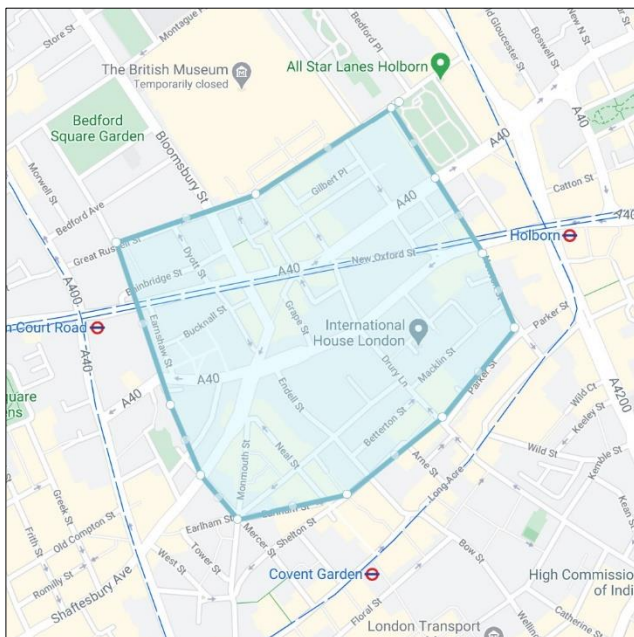
☎ Freephone 0800 307 7975



SCAN ME

www.onemuseumstreet.com

For those who don't have access to the internet, we would be happy to mail our latest materials to you, so please do get in touch if this is of interest.



Appendix C – Quarter page advert in the Camden New Journal

Advert in Camden New Journal – 29 October 2020

DSDHALABTECH



Existing view from High Holborn.

PROPOSALS FOR NEW OFFICE SPACE, ACTIVE GROUND FLOOR USES AND HOMES IN HOLBORN

LabTech is bringing forward aspirations to redevelop One Museum Street (also known as Selkirk House), a now vacant site on Museum Street and High Holborn following the closure of the Travelodge in 2020, and its adjacent buildings on West Central Street. The proposal includes new office space, active ground floor uses and homes.

Our vision for One Museum Street is to replace the vacant Selkirk House with flexible office space and co-working space alongside new and improved public realm and cafes, shops and restaurants at ground floor level. Our emerging proposals for West Central Street seek to provide 25 homes, of which a significant number will be affordable, shops and cafes at ground floor and bring to life a new north south route.

Visit our consultation website at www.onemuseumstreet.com to find out more information about our proposals, which includes a consultation pack showing our developed designs. You can also provide your feedback and views on the proposals online.

We would like to hear your views on our proposals. There are a range of ways you can speak to us if you have questions about the plans or want to give your views:

CONTACT US


 www.onemuseumstreet.com

 onemuseumstreet@londoncommunications.co.uk

 0800 307 7975

Advert in Camden New Journal – 18 February 2021

DSDHALABTECH



Appendix D – Advertising campaign on Facebook

Phase 1

 **One Museum Street consultation** · 3 December 2020 · 



The consultation for the development of One Museum Street is open! Visit our website to find out more information about the proposals to deliver new office space, active ground floor uses and homes to the now vacant site on Museum Street and High Holborn



ONEMUSEUMSTREET.COM
One Museum Street


[Learn More](#)




Phase 2

 **One Museum Street consultation** ·  Follow

One Museum Street

Have your say! Visit our website to see updated plans to redevelop One Museum St in Holborn. Providing new office space, homes, cafes, and restaurants, the plans also provide a new public garden and pedestrian route, opening-up the secluded West Central St. Click here to give your feedback on the updated designs! See less



 Like  Comment  Share

Appendix E – Online consultation feedback form

GET IN TOUCH

I agree to be contacted about the proposals for the Museum Street site. We will keep your information on file until the development is complete. We will not pass your details to any third party and you can be removed from the mailing email by contacting museumstreet@londoncommunications.co.uk

We need a real 'equalities' watchdog

Inevitably, the removal of the whip from Jeremy Corbyn was going to widen the Labour Party's internal divisions, widening further now, as deputy leader Angela Rayner says she's willing to suspend "thousands of members" for sympathising with the former leader.

Corbyn's suspension after his reaction to the Equality and Human Rights Commission's anti-Semitism probe was seen by many as part of a drive by Labour's right to purge its left.

But in the process the party has also risked alienating members who believe in due process and are unsettled by any sense of its lack.

The Equality and Human Rights Commission continues to ignore demands by the Muslim Council of Britain for an investigation into the Conservatives... Raul Walawalker wonders why

The sense of this lack is an important part of the concern regarding the suspension of Corbyn. Judgments against any individual depend on weight of evidence, not on force and weight of accusation.

In his case this rule seems to apply itself in reverse, at least as his supporters see. And that's before weighing up the concerns about the EHRC.

Previous criticism of the EHRC has been based on the need for a body of its nature truly to represent diversity and be independent of political biases... and the fact that it's never been that convincing on either score.

The budget of the non-departmental body once stood at around £70million back in 2007 at its inception before shrinking to around

£18million currently, now under the sponsorship of the Government Equalities Office which is overseen by Conservative MP Liz Truss – a fundamental stripping of both power and independence.

The "scandal" of Labour needing to be investigated by EHRC was a big one.

Scrutiny of the EHRC hasn't been, and a lot less public.

While charged with assessing racial equality, it hasn't until recently had a single black commissioner – a scandal in itself, and part of the heavy criticism it's faced from the Joint Committee on Human Rights for its failing to address racial inequality.

It now has one black commissioner – Lord Ribeiro, who is also a Tory peer.

Over Islamophobia has been an aspect of the Tory party for years, capped by a prime minister who's on record for making racist tropes.

And while he might try to relegate this to the past, a poll a few weeks ago by the NGO Hope Not Hate reflects that 60 per cent of Tories think that Islam is a threat to British life.

Nonetheless the EHRC continues to ignore demands by the Muslim Council of Britain for an investigation into the Tories.

Given that the government has criticised itself for the Windrush scandal – the wrongful

detention and deportation of hundreds to the Caribbean – it's unsurprising for the EHRC to be critical of government failings in this aspect of the application of its "hostile environment" policy.

Truly unsettling, though, is the appointment of a new EHRC commissioner who wholeheartedly favours the hostile environment policy and the government's new Immigration Bill – David Goodhart, one of Boris Johnson's Eton College contemporaries.

Speaking of possibly biased, and thus unsuitable, appointments let's not forget Liz Truss's choice of Jessica Butcher as commissioner

on the equality watchdog despite being a public critic of "modern feminist" movements and essentially a Conservative in viewpoint.

Given the vast backlog of asylum claims, policies enforcing long-term poverty on refugees, the risk of destitution of thousands of immigrants and human rights breaching-deportations, we truly do need a functional equality and human rights watchdog heading forwards and not more party politics.

● *Raul Walawalker is politics commentator at ImmiNews, part of the Immigration Advice Service, an organisation of UK and Ireland immigration lawyers.*

LETTERS EXTRA

A tax on the hungry and vulnerable

ON Channel 4 television last Thursday there was an item on the hard work being undertaken by Queen's Crescent Community Centre (QCCC) to provide hot meals and food parcels to residents affected by the pandemic.

Demand for this vital service is increasing.

What the programme did not tell us was the centre is having to pay

Camden Council, we understand, rent for the privilege.

Although there had been a rent holiday and a 50 per cent rent reduction, the present position is that the rent now paid is over £1,000 a month. True, the council does provide funding for the food distribution but claws part of this back in rent, in essence a tax on the hungry and vulnerable!

Elsewhere in the November 26 CNJ we read a plea by Camden Council for sites to locate freezers for the Covid-19 vaccine.

Less than 500 metres away from the centre is a very large non-building site (formerly Bacton Low Rise estate of about 100 council flats).

This council-owned site has been vacant for over six years and no date has

yet been set for the start of building. Why not use this site for the freezers?

The rent paid by the national Health Service would easily cover that of QCCC and could even keep Carlton school from being closed as a legal entity, as is being proposed by the council.

As a contributor I will waive my estate agent's fee.

FRANCES RIFKIN, NWS

Lasagne plus!

ONE of the benefits of the response to the pandemic is great new community services.

I was lucky enough to try out the new meals on wheels service from

Highgate Newtown Community Centre. A well-cooked lasagne, complete with garlic bread and tasty vegetables arrived, delivered by a smiling volunteer (masked).

A brief friendly chat was

followed by delicious hot food. Well done HNCC and volunteers!

So much better than frozen meals once a week that the cuts to council budgets now provide.

LINDA LEFEVRE
Address supplied

Views on Carlton

IN pre-Covid-19 days, some months after Camden Council officers came to Carlton school to announce its closure proposals, pupils' parents', staff and community residents' reactions were sought.

They were sent to the council and here just are a few of them:

– It's a wonderful school that does so much

to improve our neighbourhood!

It serves as a model of multi-cultural background and teaches it

– It is amazing school, which provides a fantastic education to some of the borough's most deprived communities. To lose Carlton will be a catastrophe.

– This school has built up a reputation within the Gospel Oak area – a positive resource within

an area desperately in need.

Most of the kids round here go to Carlton. Think of the community disruption

Carlton school is at the heart of the GO community. It's a good school – Ofsted, it supports all its students and their families. It would devastate us if Carlton were to close. Why do Camden hate GO? The threat to the Dome, and our arts project? We may be a

poor, deprived area but we are still people with children. We need support, not attack

Eight months later the council published its detailed proposals and we wanted to check if the above views, not admittedly the full total (there were well over 100) had changed.

We proposed that the council hold a ballot of parents and carers. So far they have refused without giving any reason.

MICK FARRANT, NWS

It's time for fairer benefits

ONE in nine households in our capital won't be able to escape the cold this winter as they struggle to meet the costs of heating their homes.

We have recently marked Fuel Poverty Awareness day (Friday November 27) which has highlighted the stark

choice facing many low-income families and vulnerable Londoners of putting food on the table or keeping warm.

This could be the bleak reality for yet thousands more who are at risk of losing their livelihoods due to the pandemic.

It really doesn't have to be this way and with its Green New Deal, City Hall plans to slash household energy bills

through low-carbon heat and energy-efficiency projects.

In the meantime, the government need to repair the holes they have poked in our welfare system over the last decade.

It was disappointing to see the chancellor's spending review fail to commit to keeping the uplift in universal credit payments beyond April,

or increase the rate of local housing allowance to cover average rents.

With unemployment rising, and in-work poverty at an alarming level, government ministers simply cannot put off taking action on making our benefits system fairer any longer.

MURAD QURESHI AM
Labour, Londonwide Assembly Member

Public consultation meeting Thursday 10 December

Camden Development Management Forum

Join us online to find out about a redevelopment proposal for 1 Museum Street, 10-12 Museum Street, 35-41 New Oxford Street and 16A-18 West Central Street, London WC1A (also known as Selkirk House).

When: Thursday 10 December
Time: 7pm to 9pm
Where: Go to <https://camdenplanning.councilsuk.live/selkirkhouse> to find out more and register to attend.

The proposal:

- Redevelopment of the existing NCP car park and Travelodge Hotel at 1 Museum Street with a 21 storey office-led mixed-use scheme, with town centre uses at ground floor level.
- Remodelling and extension of 10-12 Museum Street, 35-41 New Oxford Street and 16A-18 West Central Street to provide further active ground floor uses and residential floorspace, including affordable housing provision.
- Provision of new public realm including a new pedestrian route through the site to link West Central Street with High Holborn.

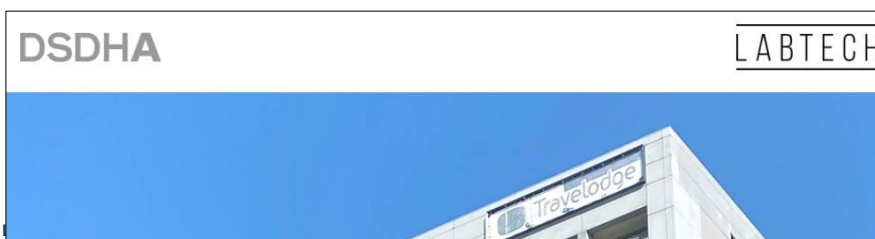
You can find more information about the proposals on the applicant's consultation website at <https://onemuseumstreet.com/>

The purpose of the meeting is:

- to discuss the proposal before a planning application is made;
- to give local people the opportunity to ask questions and give their views on the proposals as they stand at this stage

Contact
• Tel 020 7974 1797
• E mail planning@camden.gov.uk

Follow the latest news & views on Twitter @NewJournal





WELCOME

Welcome to the online consultation for the emerging proposals for One Museum Street and West Central Street. We had planned to present these proposals to you in person, but as with a lot of plans this year, we have had to adapt and offer these in a far safer online format which complies with Government guidance. Thank you for taking the time to visit our consultation website and provide your thoughts and comments on our proposals.

This consultation website provides you with a chance to view the updated proposals before we submit a planning application in Spring 2021. If you would like to speak to a member of the project team about these proposals or organise a meeting, please note the contact details at the end of this pack.

This site presents our aspirations to redevelop One Museum Street (also known as Selkirk House)- a now vacant site on Museum Street and High Holborn formally occupied by Travelodge, an NCP car park and its adjacent buildings on West Central Street. The proposal is for an office-led mixed-use development, including new residential and commercial uses and new public realm including a pedestrian route through the site linking West Central Street with High Holborn.

THE TEAM

LABTECH

LabTech aspires to curate destination landmarks, flexible working, residential, retail and food & beverage communities.

Harnessing unique and independent concepts, we create an experiential lifestyle ethos ensuring we deliver dynamic live/work/stay propositions across the globe. Utilising leading technology, LabTech weaves the latest in digital transformations into the everyday. Our vision is to become a leader in creating eco-systems, moving retail/living and working into a new era.

DSDHA

We are an architecture, urban design and spatial research studio, established by Deborah Saunt and David Hills.

More than bricks and mortar, our projects are about people. We bring projects to life and design them to evolve after completion.

We see beyond boundaries to seek opportunities. Our work spans from writing briefs, to crafting new buildings and landscapes – from infrastructure to intimacy – to foster positive change.

We have been awarded 19 RIBA Awards, have twice been nominated for the European Union Prize for Contemporary Architecture – Mies van der Rohe Award, and have also been shortlisted for the RIBA Stirling Prize.

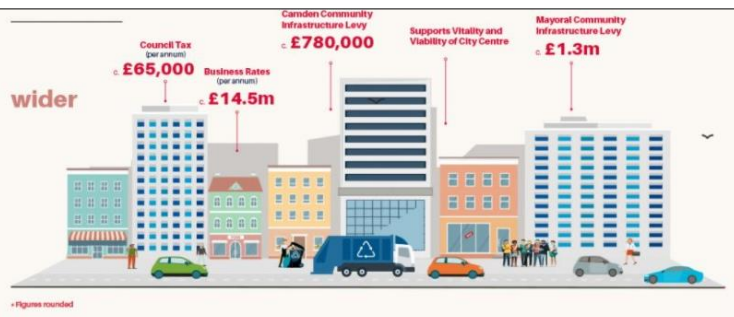
Known for our high-profile urban strategies, often in complex historic environments, our recent work includes the landscape-led masterplan for Camden's Central Somers Town and the public realm framework for the West End Project as well as Corner House and Suffolk House within the Borough.

THE BENEFITS

Economic Benefits of Development at Selkirk House, 1 Museum Street

Below is a summary of the key economic benefits that could be unlocked through the proposed development at Selkirk House, 1 Museum Street. This could see the delivery of over 20,000sqm office floorspace, 25 residential units and retail space alongside the rejuvenation of historic buildings in need of refurbishment.





Graphic created by Icenl Projects.

You can share your views by:

Calling us by freephone on
0800 307 7975

Complete a contact form on this website below

Emailing us at
onemuseumstreet@londoncommunications.co.uk

Next steps:

Review feedback from the consultation process

Work with officers London Borough of Camden to evolve the designs

Continue to meet with local residents, businesses and interest groups and hope to do so in person dependant on Government advice

Submit a planning application in spring 2021.

Subject to planning approval, work could start on site at the end of 2021.








Appendix H – Screenshots of the supplementary online information boards from Phase 2 and 1 respectively

WELCOME

This consultation pack provides you with a chance to view the updated proposals before we submit a planning application in Spring 2021. If you would like to speak to a member of the project team about these proposals or organise a meeting, please note the contact details at the end of this pack.

This pack presents our aspirations to redevelop One Museum Street (also known as Selkirk House) – a new vacant site on Museum Street and High Holborn formerly occupied by Travelodge, an NCP car park and its adjacent buildings on West Central Street. The proposal is for an officed mixed-use development, including new residential and commercial uses and new public realm including a pedestrian route through the site linking West Central Street with High Holborn.

These proposals for One Museum Street and West Central Street buildings seek to:

-  Significantly improve the public realm, in particular on Museum Street
-  Replace underused hotel space with new, flexible office space providing new jobs for the borough and providing new homes, including affordable housing
-  Create a new north-south route through the site between New Oxford Street and High Holborn, including a public garden space
-  Improve the surrounding townscape and further improve views in and out of the surrounding Conservation Area
-  Transform an outdated and poorly designed tall building with new high-quality and innovative architecture
-  Create new shops, cafes and restaurants
-  Strengthen and make sense of linkages to the surrounding area

THE TEAM

LABTECH

LabTech owns and manages 20-acres of prime real estate across Camden Market, Holborn and the West End. Our mission is to create a vibrant ecosystem where people can live, work, shop and play, all connected by innovative technology in one seamless experience.

DSDHA



We are an architecture, urban design and spatial research studio, established by Deborah Saunt and David Hills.

We have been awarded 19 RIBA Awards, have twice been nominated for the European Union Prize for Contemporary Architecture – Mies van der Rohe Award, and have also been shortlisted for the RIBA Stirling Prize.

Known for our high-profile urban strategies, often in complex historic environments, our recent work includes the landscape-led masterplan for Camden's Central Somers Town and the public realm framework for the West End Project as well as Corner House and Suffolk House within the Borough.

SITE LOCATION AND CONTEXT

As a reminder, the site is bounded by High Holborn to the south, Museum Street to the east and New Oxford Street to the north with the rear of the properties fronting Grape Street forming the western boundary. West Central Street dissects the site and separates out the existing Selkirk House from the New Oxford Street / West Central Street block (known as 'The West Central Street buildings').


Site location

Aerial map showing site of One Museum Street/Selkirk House and West Central Street building

SELKIRK HOUSE

The site currently comprises Selkirk House, which is ground plus 16-storays in height and is predominantly occupied by the former Travelodge building with a closed NCP car park set across the basement to second floor level.



Prior to 2020, the former Travelodge acted as overspill provision to the Travelodge hotel located at High Holborn. The Travelodge is now closed and the site is vacant.




WEST CENTRAL STREET

The West Central Street buildings are predominantly in retail use at ground floor level fronting New Oxford Street. The basement, first and second floors of No. 39 – 41 are in office use with the upper floors of 35 – 37 being in residential use. No's 16a, 16b and 18 West Central Street were previously in use as a nightclub at basement level with offices above although this section of the block is currently vacant.

Previous planning permission was granted on West Central Street for a part refurbishment, part new building development comprising 19 homes alongside ground floor shops and cafes and a workspace.

CREATING MUCH NEEDED HOMES IN A RESTORED WEST CENTRAL STREET




Current condition of the facade on the West Central Street block

Our proposals for the West Central Street buildings seek to:

1. Create much-needed new homes in Holborn
2. Reinstate the historical courtyard to provide amenity space for all
3. Create dual aspect living spaces for all
4. Restore the historical facade, currently in poor condition
5. Provide extensive amenity space for all affordable homes

RESTORING THE HISTORIC SHOP FRONTS ON NEW OXFORD STREET

While the historic facades of the New Oxford Street buildings are still intact, they are in poor condition and require repair and renovation. The shop fronts are currently in disrepair and misaligned to neighbouring properties, resulting in an uninviting frontage to the street.



PLANNING CONTEXT

One Museum Street is identified within the emerging Holborn Vision and Urban Strategy as a 'key project' for potential redevelopment as its location will benefit from increased transport capacity and wider connectivity due to the opening of Crossrail.

The site is also identified as a development site within the Council's Draft Site Allocations Plan. The allocation supports the comprehensive redevelopment of the site with a mix of commercial and residential uses, emphasising the requirement for enhancing the public realm, permeability through the site and ground level experience.

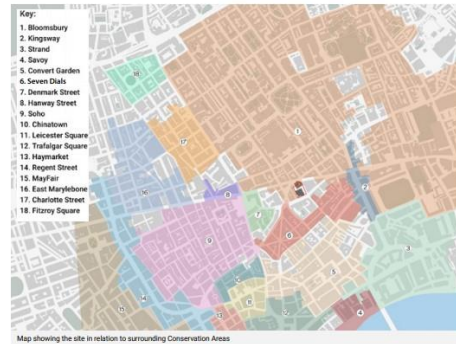
The site is fragmented, and its composition has resulted in providing areas for anti-social behavior to take place. In line with the wider improvements being made to the Holborn area, there is an opportunity to provide improved pedestrian connectivity.

These proposals tie into Camden's Draft Holborn Vision Statement which is soon to be adopted.

WIDER CONTEXT

Selkirk House lies just outside of the Bloomsbury Conservation Area, whilst the West Central Street section of the site lies within the Conservation Area.

Outside of the red line boundary, abutting the site, there are two Grade II listed buildings on the West Central Street block. Nearby 16-18 West Central Street are noted as positive contributors due to their group value in conservation area terms. More information on the site history and its current condition can be found in the phase one consultation materials.



A LANDSCAPE LED MASTERPLAN CONNECTING TO THE WEST END PROJECT

STRATEGIC CONNECTIONS AND THE PUBLIC REALM

The approach to the site responds to the significant improvements already underway as part of the West End Project. It has been guided by the planning policy objectives of the Tottenham Court Road Opportunity Area and Draft Holborn Vision and Urban Strategy.

Despite recent improvements around St Giles, the immediate



THE PROPOSALS



ONE MUSEUM STREET

- Flexible office provision
- Communal and private terraces
- Flexible ground floor spaces
- Activation on all building sides
- Sustainability and wellness intrinsic to the building fabric

WEST CENTRAL STREET

- 25 new homes, provided with a mix of 1, 2, 3 and 5 bedrooms
- Minimum 35% affordable housing on site
- All homes dual or triple aspect
- Tenure blind amenity

VINE LANE BLOCK

- Co-working space
- Ground floor cafe/activated lobby open to the public
- Contextual and respectful approach

HIGH HOLBORN

- Four homes
- Ground floor commercial use

PUBLIC REALM

- A new route between West Central Street and High Holborn removing the current dead end
- All category 'A' trees retained on site and new trees planted



THE NEW PUBLIC REALM

The proposed new public realm on the ground floor has been divided into four distinct character areas, each responding to their immediate context.



- Museum Street, offering the most generous open space, would provide a sheltered colonnade, planted areas beneath retained existing and proposed tree canopies, seating and a cafe spill out area.
- The new route created through the site, named Vine Lane, provides a more engaging pedestrian experience with new shopfronts, a pocket park and street planting proposed.
- To the south, High Holborn would be repaved to tie in with the highways works to the west.
- For West Central Street, the proposals would enable the creation of a pedestrian and cycle priority zone by creating a shared space with some planting along the building's facade, while the new passage will feature a small sheltered green space with seating.



Museum Street North. Credit Dan Fisher



West Central Street – public realm. Credit Dan Fisher

A NEW WALKING ROUTE THROUGH THE SITE



The site masterplan replaces a dead-end condition with a new connection between High Holborn and New Oxford Street. This forms a new area of vibrant public realm with a pocket park, active retail frontage, office entrances and cycle parking provision.

The oblique approach from the north frames the co-working focused Vine Lane building which acts to repair the urban block it adjoins, responding contextually to the massing and architecture of Grape Street. Working with the High Holborn block to the south, the proposals define a distinct urban island that seeks to enhance the site's contribution to the character and identity of the conservation area.

A key feature of the existing Grape Street buildings is the strong articulation of horizontal datums through projecting banding. The use of this architectural language is driven by contextual research on the architecture of Charles Fitzroy Doll, whose architectural approach is inextricable from the urban fabric of Bloomsbury.



THE HIGH HOLBORN BUILDING

The High Holborn building is a modest-sized block that carries within it a consciousness of the Grape Street cluster.

The façade articulation establishes a conversational relationship with datums of the Cuban Embassy as well as the buildings along Grape Street. A prominent pop-up to the building's south-east complements the contextual narrative of corner buildings, signifies the new pedestrian route Vine Lane, and consolidates the approach to completing the urban island.

An active ground floor frontage offers a retail corner and a residential entrance off Vine Lane.



OUR SUSTAINABILITY ASPIRATIONS

This project intends to reuse a brownfield site and reuse existing elements where possible with a minimum target BREAAAM grade of excellent. The project is registered as a LETI 'Pioneer Project' - a network actively working towards shaping Net Zero Carbon buildings and currently the only one of this scale.

The proposed new development targets Net Zero, with low energy use, low carbon use and zero carbon balance and will have fossil-fuel free heating from Day 1 operation

It also seeks to transform the public floor and ground floor use with soft landscaping and new spaces for recreation and relaxation.

One Museum Street utilises operable panels to augment the scheme's cooling strategy. These are also used as a decorative and articulative device in order to add an extra layer of rhythm and texture to the building facade.

Some other key sustainability initiatives for this project include:

- Natural ventilation strategy – notable reduction in predicted energy use
- Energy & CO2 performance has been regularly tested as the design has evolved
- All elements of the scheme are surpassing the 'lean' targets and also the overall minimum 35% CO2 reduction target
- A Net Zero Carbon balance will be sought as far as practicable - appropriate methods are currently being explored
- High Sustainability Performance:
- Reuse of brownfield site
- Reuse of existing elements where possible
- Consideration for embodied carbon – whole life cycle carbon assessment
- Min. BREEM Excellent across the site
- Resilient to climate change impacts
- Health & Wellness at the heart of the proposals:
 - WELL Building Standard 'Platinum'
 - Extensive soft landscaping
 - Spaces for recreation / relaxation
 - Thermal comfort – low overheating risk
- through passive-led design
- Air quality – fossil fuel free heating and car free
- Virus resilience – natural ventilation strategy
- Data & digital infrastructure resilience – WiredScore principles and/or accreditation



- A car free development
- Removal of the NCP car park
- High quality cycle facilities

UPDATED GROUND FLOOR VIEWS

The proposed walking route through Vine Lane is intended to be of a much a more active and less formal character than the surrounding main roads- one that invites people to window shop and dwell.



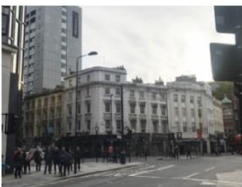
Vine Lane, new walking route. Credit Dan Fisher

This view shows a transformed corner to West Central Street. In the space currently blighted by a vehicular ramp, inactivated car park frontage and associated evidence of anti-social behaviour is proposed a vibrant crossroads of activity. High quality paving design and street planting define pedestrian priority, whereas a diversity of ground floor uses, and commercial offers will enable active use through the day, and in to the evening. Bringing life and activity to the street, for the benefit of both building users and the local community is at the heart of our proposals for the site.



Vine Lane, new walking route. Credit Dan Fisher

CURRENT AND PROPOSED



View from Bloomsbury Way - existing



View from High Holborn - existing



View from Bloomsbury Way - existing



View from Bloomsbury Way - proposed (Credit Miller Hare)



View from High Holborn - proposed (Credit Miller Hare)



View from Bloomsbury Way - proposed (Credit Miller Hare)



Vine Lane, new walking route. Credit: Dan Fisher

DSDHA

LABTECH

THANK YOU

Thank you for taking the time to read the updated proposals for this project. We would like to hear your views on our proposals ahead of submission to Camden Council this Spring.

You can share your views by:

- www.onemuseumstreet.com 0800 307 7975
- onemuseumstreet@londoncommunications.co.uk

Phase 1



DSDHA

LABTECH

WELCOME

This consultation pack provides you with a chance to view the emerging proposals and give us your thoughts. Please do note the various contact details listed in the final section if you wish to speak to a member of the project team, organise a briefing or provide us with your thoughts on the proposals.

This pack presents our aspirations to redevelop One Museum Street (also known as Selkirk House) - a now vacant site on Museum Street and High Holborn following the closure of the Travelodge in 2020 and its adjacent buildings on West Central Street. The proposals include new office space, active ground floor uses and homes.

THE TEAM

LABTECH

LabTech aspires to curate destination landmarks, flexible working, residential, retail and food & beverage communities.

Harnessing unique and independent concepts, we create an experiential lifestyle ethos ensuring we deliver dynamic live/work/stay propositions across the globe. Utilising leading technology, LabTech weaves the latest in digital transformations into the everyday. Our vision is to become a leader in creating eco-systems, moving retail/living and working into a new era.

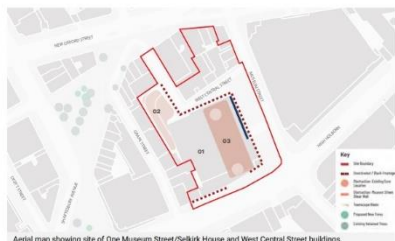
DSDHA

DSDHA (Architecture, Urban Design & Research Studios) has created an internationally acclaimed body of work that is engaged in bringing new forms of responsive design and sustainability through active design and research to address client's needs.

By adopting a people-centred approach, we deploy our spatial intelligence across a broad range of scales - from infrastructure to intimacy - to produce spatial strategies and designs that tap into each project's latent potential to foster positive change, in balance with nature and the planet.

Our work in Camden spans the last decade and includes both built and ongoing architectural, urban and public realm projects - Corner House, Suffolk House and working with Camden Council on the West End Project and Central Somers Town Masterplan.

SITE LOCATION AND CONTEXT



The Site is bounded by High Holborn to the south, Museum Street to the east and New Oxford Street to the north with the rear of the properties fronting Grape

In the first half of this year the hotel operator took the decision that this site was surplus to requirements and would therefore remain closed, so it is now a



West Central Street

The West Central Street buildings are predominantly in retail use at ground floor level fronting New Oxford Street. The



Planning context

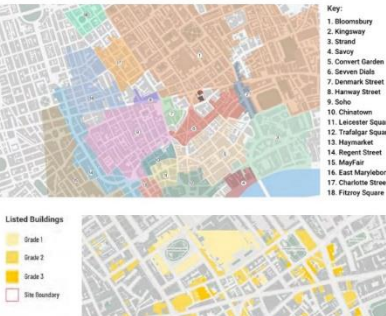
1 Museum Street is identified within the emerging Holborn Vision and Urban Strategy as a 'key project' for potential

SITE LOCATION AND CONTEXT

Wider context

Selkirk House lies just outside of the Bloomsbury Conservation Area, whilst the West Central Street section of the site lies within the Conservation Area.

Outside of the red line boundary, abutting the site, there are two Grade II listed buildings on the West Central Street block. Nearby 16a-18 West Central Street are noted as positive contributors due to their group value in conservation area terms.



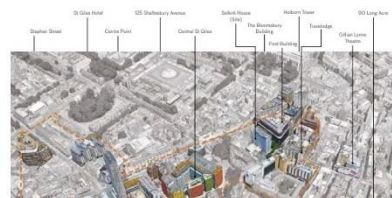
20th Century tall buildings

A number of large-scale developments during the post-war period altered the urban grain of the stretch between Tottenham Court Road and Holborn Stations. These include: Centre Point; St Giles Court; Selkirk House; the NCP Car Park; the Royal Mail Sorting Office and developments along the southern frontage of High Holborn.

These buildings are typically characterised by lower levels of permeability, with low levels of activation at ground floor level, which in turn result in a poor quality of public realm and areas which lack natural surveillance, causing anti-social behaviour.

Recent work to reinstate and repair the urban grain has been successful through improvements such as Central St Giles, the closure of St Giles High Street to form St Giles Square and the ongoing West End Project.

Works are also underway on Outernet Global Ltd's St Giles Circus development, which comprise a mix of uses, including a flexible urban gallery, two events venues, a hotel, public realm, office space, restaurants, bars and retail shops.



SITE HISTORY

1560 – Early formation of High Holborn and Drury Lane

1658 – Development around road intersection grows.
Rough position of site defined by hedgerows and planting.

1720 – Development street patterns created from former hedgerow boundaries.

1755 – North to South road access through the site closed along Board Street (High Holborn).
Brewer and Hyde Street Formed now West Central Street.

1870 – New Oxford Street Formed on northern site boundary.
South end of Vine Street closed off and cut through formed to Board Street (High Holborn).
Active shop frontage identified along Museum Street.

1890 – Configuration of site remains unchanged.
Extension of Shaftsbury Avenue to New Oxford Street, chamfering corner of Vine Street.

1910 – Vine Street becomes Grape Street as part of C. F. Doll reconstruction, re-establishing strong through route to Broad Street

1950 – WWII bomb damage to south eastern part of the site.

1960 – Large scale development of site, creating 16-story Selkirk House (Travelodge) and adjoining NCP car park.



CONSTRAINTS AND THE OPPORTUNITY

Challenges to the existing site include:

- Negative contribution to the urban character of the area
- A vacant hotel building
- Inactive frontages to neighbouring streets, in particular West Central Street and Museum Street
- Deteriorating façades in need of remedial work
- An inability to address the needs of an area that will see increased activity and demand in coming years, particularly with the introduction of Crossrail
- A lack of any usable, quality public realm
- An NCP car park contributing negatively to the surrounding streetscape with a ramp that attracts anti-social behaviour



Museum Street Site



We feel that there is the opportunity to redevelop the site to:

- Significantly improve the public realm, in particular on Museum Street
- Replace underused hotel space with much-needed new, flexible office space providing new jobs for the borough and providing new homes, including affordable housing
- Create a new north-south route through the site between New Oxford Street and High Holborn, including a public garden space
- Improve the surrounding townscape and further improve views in and out of the surrounding Conservation Area
- Transform an outdated and poorly designed tall building with new with high-quality and innovative architecture
- Create new shops, cafes and restaurants
- Strengthen and make sense of linkages to the surrounding area



CONSTRAINTS AND THE OPPORTUNITY

Key East/West strategic Connections and Crossrail

One Museum Street is identified within the emerging 'Holborn Vision and Urban Strategy' as a key project for potential redevelopment - its location makes it ideally situated to benefit from increased transport capacity and wider connectivity due to the opening of Crossrail.

Whereas the site is currently quite fragmented, there is potential to add significant improvement to the pedestrian connectivity.



Aerial map showing the site's location and connections to public transport and nearby industries

Key North/South Strategic Connections

The location of the site is a key focal point between two historic routes linking The British Museum, Trafalgar Square and Somerset House.

The scheme will act to strengthen and make sense of linkages to the surrounding areas and pedestrian routes on to these cultural institutions, strengthening the pedestrian and cycling initiatives for Holborn and the West End Project.



Aerial map showing the site's location within key north and south connection routes

PUBLIC REALM

Strategic connections and the Public Realm

The approach to the site responds to the significant improvements already underway as part of the West End Project. It has been guided by planning policy aims of the Tottenham Court Road Opportunity Area and Draft Holborn Vision and Urban Strategy.

Despite recent improvements around St Giles, the immediate local area is exceptionally fragmented by congested roads which surround the site. It sits at a conference of a number of roads resulting in a poor pedestrian experience. However, work is underway to improve pedestrian connectivity and create new public space in Princes Circus. Traffic calming measures in the pipeline, such as the re-routing of Shaftesbury Avenue and changes to High Holborn will also improve the pedestrian experience considerably.

The public realm and landscape principles have shaped the extent of the proposed buildings and aim to improve connectivity with the surrounding area and current public realm and landscape works.

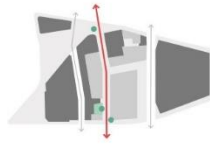
01. Looking down from New Oxford Street, West Central Street currently feels like a dead-end. Stepping back the building's facade to create an opening for a direct a north-south pedestrian connection will not only help with connectivity but will also restore the historic pattern of the city.

02. The project aims to create a pedestrian priority island between New Oxford Street and High Holborn while creating a continuous space between Museum Street and Princes Circus.

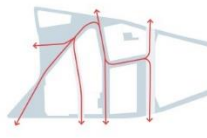
03. Pushing the building's facade back and retaining the existing mature trees on site will help to shape a new green public realm.

04. The new green space should compliment the new works to Princes Circus and Shaftesbury Avenue.

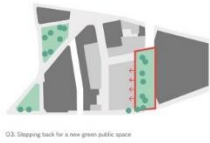
05. The green spaces continue up onto the buildings where a series of stepped private terraces break down the scale of the architecture and softens the facade.



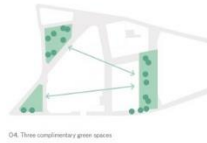
01. A new route to improve north-south connectivity, with a garden space offering a moment for reflection and respite along the way.



02. A pedestrian island



03. Stepping back for a new green public space



04. Three complementary green spaces



05. Softening the buildings with green terraces

PUBLIC REALM

- The proposed new public realm on the ground floor has been divided into four distinct character areas, each responding to their immediate context.
- Museum Street, offering the most generous open space, would provide some planted areas, seating and a cafe spill out area.
- To the south, High Holborn would simply be repaved to tie in with the highways works to the west.
- For West Central Street, the proposal would enable the creation of a pedestrian and cycle priority street with the potential for some planting along the buildings' facade.
- A new north-south pedestrian connection between High Holborn and West Central Street will be created and will feature a small sheltered green space with seating.

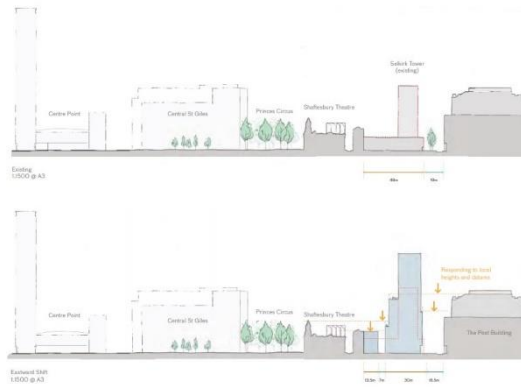


- 01 New East Paper public realm works
- 02 West Central Street improvement
- 03 The Museum Street Block
- 04 Proposed Princes Circus Block
- 05 Green Street Block
- 06 High Holborn Block
- 07 Proposed new public realm with sheltered seating and seating
- 08 Additional garden space
- 09 Museum East



THE PROPOSALS – ONE MUSEUM STREET

Our vision for One Museum Street is to replace the existing Travelodge (Selkirk House) with new, flexible office space and co-working space alongside new and improved public realm and new cafes, shops and restaurants at ground floor level. To enable this development the height of the building will increase by four storeys.



THE PROPOSALS – ONE MUSEUM STREET



View from High Holborn - existing

View from Bloomsbury Way - existing

View from Coptic Street - existing



View from High Holborn - proposed

View from Bloomsbury Way - proposed

View from Coptic Street - proposed

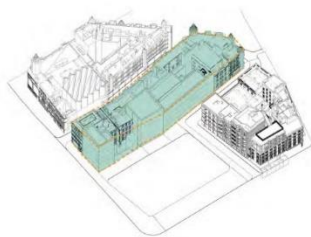
THE GRAPE ST. BLOCK

The Grape Street Block draws on the historic footprint of the Holland and Hannen Warehouse from the late 1890's in seeking to complete and heal the urban block from its existing fragmented and scarred condition. The footprint, scale, massing and use is driven through the history of the site, drawing upon its former industrial use and the new cut through North-South pedestrian route (Vine Lane).

Working with the High Holborn block to the south, the proposals seek to define a distinct urban island. The two proposed blocks are to be read as a pair, sharing a common language and materiality, further reinforcing the overall cohesion of this newly restored island.

The long facade on to West Central Street will be broken through a rhythm and articulation derived from the scale of surrounding urban forms and the architecture of the mansion block typology found within its immediate context.

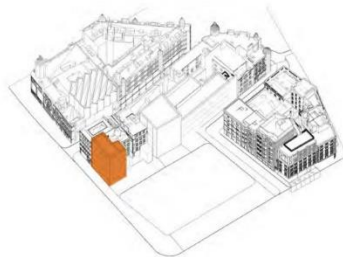
Between the Grape Street block and the larger One Museum Street office development sits the new Vine Lane passageway - providing a new connection between High Holborn and New Oxford Street as well as a new area of vibrant public realm with active ground floor uses, office entrances and cycle parking provision.



HIGH HOLBORN BLOCK - PROPOSED SMALL RESIDENTIAL SITE

The High Holborn site frontage is repaired through the proposed provision of a slender residential block. Viability testing is currently underway, with mix, tenure and quantum to be confirmed and balanced against the needs of the wider site.

The High Holborn block contributes to the urban composition of Vine Lane by having active corners that define and animate the public realm; furthermore, the south-east corner of the High Holborn block is very prominent on the major thoroughfare of High Holborn.



THE PROPOSALS - WEST CENTRAL STREET

Previous planning permission was granted on West Central Street for a part refurbishment, part new building development comprising 19 homes alongside ground floor shops and cafes and a workspace. Our proposals seek to improve on that consent through an alternative approach which delivers a significant amount of housing, including affordable housing.

As part of the redevelopment of the Museum Street Site, West Central Street plays an important function in the wider development in providing 25 new homes, of which a significant number will be affordable at low cost or intermediate rent. The proposals also include some new shops and cafes at ground floor, helping to reactivate the currently blank frontages and bring life to the new pedestrian route through the site.

- The existing facades are in poor condition and in need of restoration. As part of these proposals, the façade will be preserved and restored whilst the building will be reconfigured for residential.
- Residential windows will be dual aspect, providing plenty of light along with long views down Bloomsbury Way.
- A shared courtyard space is proposed for residents to relax and unwind off the bustle of High Holborn.



WEST CENTRAL STREET



View from Bloomsbury Way - existing



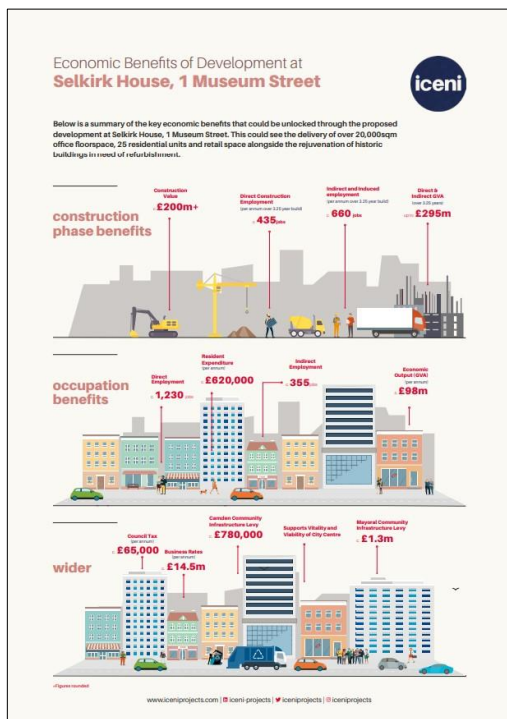
View from Coptic Street - existing



View from Bloomsbury Way - proposed



View from Coptic Street - proposed





DSDHA

LABTECH

THANK YOU

Thank you for engaging with us on our first stage of consultation for this site. We would like to hear your views on our proposals ahead of coming back later this year as part of a second stage of consultation.

You can share your views by:

-  www.onemuseumstreet.com
-  0800 307 7975
-  onemuseumstreet@londoncommunications.co.uk

NEXT STEPS

- Review feedback from the consultation process
- Work with officers at London Borough of Camden to evolve the designs
- Continue to meet with local residents, businesses and interest groups and hope to do so in person dependant on Government advice
- Submit a planning application in spring 2021
- Subject to planning approval, work could start on site in end of 2021.