



9. APPENDIX III: 2022 AMENDMENTS SCI



9. 2022 AMENDMENTS SCI

SECTION 1: INTRODUCTION

- 3.37 This Statement of Community Involvement (SCI) Addendum has been prepared in support of the detailed planning application (Ref: 2021/2954/P) 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'),
- 3.38 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 the London Borough of Camden.
- 3.39 The proposed development falls within a one red line area and comprises of the following components:
- **Museum Street** - a single new building rising to 19 storeys, providing office (Class E(g)(i)) accommodation on upper levels and a range of flexible town centre uses (Class E) at ground level.
 - **High Holborn** - a single new building rising to 6 storeys, providing residential (Class C3) accommodation on upper levels and a flexible town centre use (Class E) at ground level.
 - **Vine Lane** - a single new building rising to 5 storeys, providing market residential units with a flexible town centre use (Class E) at ground level.
 - **West Central Street** - a series of new and refurbished buildings rising to 6 storeys, providing residential accommodation (market, LCR and Intermediate) on upper levels (Class C3) and flexible town centre uses (Class E) at ground level.
- 3.40 This SCI is an Addendum to the SCI submitted with the application in 2021. The previous document outlined the consultation activities and feedback received in advance of the submission of the application. The following Addendum details the consultation activities undertaken in 2022, following design changes the Applicant made to the proposals.
- 3.41 The revised proposals can be viewed as within the resubmitted Design and Access Statement, which accompanies this document as a submission to the Council.
- 3.42 This SCI Addendum demonstrates that a thorough approach has been taken to meet with local residents, community groups, local businesses, and organisations as well as ongoing engagement with councillors, officers, and neighbours of the Sites. It details the changes that have been made in response to feedback on the original application, and the feedback that has been received on the revised proposals.
- 3.43 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.



- 3.44 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.
- 3.45 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 addressed them where feasible within the SCI.
- 3.46 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.
- 3.47 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

- 4.1 This Statement of Community Involvement (SCI) Addendum 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.
- 4.2 It demonstrates the Applicant's commitment to extensive and ongoing consultation with the community, by detailing consultation and amendments made to the scheme following the submission of the application in 2021.
- 4.3 This section provides a brief summary on the proposals and the pre-application consultation process.

Context

- 4.4 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.
- 4.5 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).
- 4.6 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.
- 4.7 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.
- 4.8 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.



- 4.9 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.
- 4.10 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.
- 4.11 There are high levels of pedestrian movements in the area surrounding the site and this is expected to increase now the Elizabeth line is open. The site is situated within an urban island bounded and fragmented by a busy multi-lane, one-way system.
- 4.12 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.

The revised proposals

- 4.13 Following comments on the planning application submitted in 2021, the applicant and design team made significant amendments to the proposals to respond to feedback, including:
- Reduce the height of the proposed building by 2 storeys (6 metres.)
 - Increase the number of new homes. We are now proposing 48 homes, including 18 Affordable Homes which represents 51% of the area uplift (by floorspace). Our scheme last year included 29 homes.
 - Use a circular economy strategy to reuse at least 95% of all materials from the existing building in some way, rather than let them go to waste, and aim for the new building to be net zero carbon enabled.
 - Improve the pedestrian experience on Museum Street and High Holborn with a more generous colonnade to the new building.
- 4.14 In summary the revised proposals are to:
- Redevelop the vacant, outdated Selkirk House with a high-quality office building, that will boast cutting edge sustainability credentials, making it one of the most environmentally friendly buildings in London.
 - Provide 48 homes for Camden, 18 of which will be affordable. This represents 51% of uplift in residential floorspace created by the scheme.
 - Replacement and renovation of historic buildings in the West Central Street block, which are currently vacant and in poor condition, to provide new housing.
 - Transform the public spaces around Museum Street, West Central Street and High Holborn, which are currently unwelcoming and attract anti-social behaviour, with new seating, planting and trees.
 - Create a new pedestrian route from West Central Street through to High Holborn, called Vine Lane, and a pocket park.



4.15 These proposals were then presented to the local community for consultation in March and April 2022.

Public Consultation

4.16 The Applicant conducted a thorough engagement programme, which they shared with the Council in advance. The events are detailed in section 4. below, but the main activities were as follows:

- A series of **site tours** with local residents and stakeholders, showing the internal condition of Selkirk House and the West Central Street buildings. 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.

4.17 The above is in addition to the extensive pre-application engagement set out in the original SCI, which included:

- Stakeholder meetings including one-to-one briefings with the local ward councillors, members of the Save Museum Street coalition, and the Central District Alliance (formerly BeeMidtown)
- Two phases of public consultation, in October 2020 and February 2021, which included a consultation website which was kept updated with information on the emerging proposals, a feedback survey and contact details for the team. The website was visited over 2,200 times over the course of the consultation phases.
- A flyer delivered to 2,588 local addresses promoting the proposals and consultation.
- Social media advertising on Facebook and Instagram to promote the consultation, and adverts in the Camden New Journal. The social ads were targeted within 2 km radius of the site, and in the first phase reached 21,572 people locally and drove 995 visits to the consultation website.



- Presenting to the London Borough of Camden's Planning Committee members and ward councillors at the Developers Briefing.
- Presenting to the Development Management Forum, which the public could attend and view on the Council's website.

4.18 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 – www.onemuseumstreet.com
- Freephone number – 0800 307 7975
- A dedicated email address – onemuseumstreet@londoncommunications.co.uk

Change of site ownership

4.19 Following the public consultation above, the Applicant was purchased in June 2022 by BC Partners, with Simten, their development managers, leading the redevelopment proposals in place of the previous owner, Labtech.

4.20 The new owners spent some time considering the revisions made earlier in the year by the previous owner and decided they are supportive of changes made. They then undertook a further round of engagement with key stakeholders, offering meetings to introduce themselves as the new owners and their plans to progress the scheme.

4.21 These stakeholder meetings were held in August and September 2022 before the revised scheme was submitted, and are detailed in Section 4 of this document.

Feedback

4.22 The following headline points were raised. The Applicant's responses to feedback are set out in Section 5 of this document.

- Concerns regarding the environmental impact of development of the building, compared with possible retention and refurbishment.
- The increase in affordable housing was generally welcomed, although some people thought even more should be provided.
- Concerns regarding the height and massing of the building
- Questions as to whether there is still demand for an office building in Holborn in light of the Covid-19 pandemic
- Concerns about the proposals for Vine Lane and concern it could attract anti-social behaviour.

4.23 The Applicant will continue to maintain an open dialogue with stakeholders and local communities throughout the application process and beyond.



SECTION 3: CONSULTATION OBJECTIVES

- 5.1 LCA was appointed to lead a programme of consultation on the revised proposals for the proposed development, following on from the pre-submission consultation last year.
- 5.2 The objectives of the consultation were:
- h. 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.
 - i. To conduct a targeted consultation, engaging with local politicians, local groups, businesses and residents.
 - j. 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.
 - k. To provide opportunities for people to express their views through various communications channels, including meetings, an in-person exhibition, online webinar, consultation website, social media ad campaigns, freephone and email.
 - l. 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.
 - m. To understand the issues of importance to stakeholders before submission of the application.
 - n. To work closely with Camden Council to ensure key officers and councillors are aware of the proposed development, key consultation activities and outcomes.
- 5.3 As the pre-submission consultation took place while Covid-19 restrictions were in place in 2021, we could not hold an in-person consultation event at the time. For this phase of consultation those restrictions were no longer in place, so we were able to hold in-person exhibitions, meetings and site tours which we could not previously.



SECTION 4: CONSULTATION ACTIVITIES AND FEEDBACK

6.7 This section details all the consultation activities undertaken regarding the revised proposals in advance of re-submission of the amended scheme.

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.

Site tours

6.7 The first step of public engagement was inviting a wide variety of stakeholders, residents, and local businesses to attend a tour of the site. Visitors were offered a tour around the vacant Selkirk House building and the West Central Street buildings by the applicant and project team. They were then invited back to Labs House nearby, for a presentation from DSDHA on the revised proposals and the opportunity to give us their feedback on the scheme.

6.7 Invited were key local businesses, community and residents' groups and other neighbours. Most people who had engaged closely with the consultation in 2021 were informed, including many who objected to the original proposals.

6.7 A variety of dates were offered for the tours, at a range of times. The date, attendees and feedback from each tour is detailed below:

Time and Date	Attendees	Feedback following tour
Tour 1: Monday 7 March 11.00AM - 1.00PM	<ul style="list-style-type: none"> James Platt (Post Building) Nikitas Korres (Pontegadea) Wayne Viljoen (Savills) Kathy Doyle (Bury Place Tenants and Residents' Association) Ian Hayes (resident) Alice Brown (Architect and Climate Emergency Camden member) Noel Gordon (St George's Bloomsbury) 	<ul style="list-style-type: none"> Questions focused on sustainability, including whether Camden required for a separate scheme for retention to be presented, and if we could demonstrate the difference in carbon impact between our scheme and a retrofitting approach. Attendees asked about Vine Lane and how it would be managed, and if it would be closed at night. Questions were asked about the aluminium cladding, and how often it would need to be replaced. One attendee asked how DSDHA's support of Architects Declare reconciles with this proposal. Some residents who attended said they were still opposed to the revised scheme, and disappointed that retention was not being proposed.
Tour 2: Wednesday 9 March 10.00 – 12.00PM	<ul style="list-style-type: none"> Richard Cohen (Covent Garden Community Association) Cathy Ward (resident) 	<ul style="list-style-type: none"> Questions about servicing arrangements extensively, including whether Arup would be rewriting their servicing report and if the number of F&B units is viable considering they require more servicing than shops.



	<ul style="list-style-type: none">• Richard Cohen (resident)• Ashtar Al Khirsan (resident)• Kester Robinson (resident)• Patsy Prince (resident)• Adam Lester (resident)• Ray Cornwell (Bloomsbury Association)• David Kaner (Covent Garden Community Association)	<ul style="list-style-type: none">• One attendee he wanted waste from the office building to be stored internally, not on Museum Street.• suggested we could use the car park as a microdistribution hub, which there is a real need for in Camden.• Another attendee asked whether the change in working patterns means that large offices like this are no longer viable or needed.• One attendee asked how we would make the colonnade around the building successful, as some colonnades in developments fail and end up being infilled.
Tour 3: Thursday 10 March 5.00-7.00PM	<ul style="list-style-type: none">• Amanda Rigby (Covent Garden Community Association)• Nic Shore (resident)• Helena Roden (St George's Bloomsbury Church)• Helen Stone (Grape Street residents)• Jude Torzewska (South Bloomsbury Tenants and Residents Association)• Ian Sugar (resident)• Peter Scutt (Chair of the Covent Garden Area Trust)• Anastasia Karseras (West Central Street residents)• Erwan Toulemonde, Parker Street resident• Susie Gorbey, Parker Street resident	<ul style="list-style-type: none">• Some attendees were critical of the connectivity and public realm proposals – concerned about the anti-social behaviour.• Much discussion was predominantly concerned with West Central Street, focusing on design and materials• One attendee asked about rubbish collection for the residential blocks, and if all waste would be stored internally.• Another attendee asked how long it will take, and said that development has been non-stop in the area for years. She worried that construction would worsen air pollution in the area.
Tour 4: Wednesday 23 March 10.00AM-12.00PM	<ul style="list-style-type: none">• Jim Monahan (Covent Garden Community Association)• Victoria Childs (Covent Garden Community Association)	<ul style="list-style-type: none">• Asked during the tour if the hotel rooms or serviced apartments could be used to house Ukrainian refugees, following a letter sent to the CNJ.• Asked about the aluminium cladding, and how long it would be before it needs to be



	<ul style="list-style-type: none">• Cathy Ward (resident)• John Cole (Architect/South Bloomsbury Tenants and Residents Association)• Marcos Gold (Central District Alliance)• Rahim Ali (Central District Alliance)• Fanny Chevalier (Momentum Transport Consultancy, advising the CDA)	<p>replaced. JM said aluminium is very unsustainable.</p> <ul style="list-style-type: none">• On attendee suggested we work with a local housing association that knows the area, such as Origin or Soho Housing.• Some attendees think approval for the scheme will lead to a wave of tall buildings nearby. Another said he thinks the scheme is dull, with no interesting uses or vision.• In regards to Vine Lane, One attendee said he was not reassured by a S106, and said that we should let LB Camden adopt the land. He also said Vine Lane will be overshadowed by the office building.• One attendee said not enough is being offered on new public spaces, and JM said that public space should be provided higher up in the building, as at the Post Building.• One attendee asked us to publish a view of the proposals looking north up from Drury Lane. He also asked for two different views from the British Museum and another from Coptic Street, as he thinks some of our existing CGIs don't show the impact clearly enough.
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Consultation website

6.7 The next step in our consultation strategy was to launch the updated consultation website. The <https://onemuseumstreet.com/> website was first launched for the pre-submission consultation on Tuesday 15 March. It included detailed information on the revised scheme, including why we have made changes and the feedback on the submitted application. We also detailed the sustainability and public realm proposals for the public to review. The website included contact details, a timeline for the project going forward, and a contact form for neighbours to submit their feedback to the Applicant.

6.7 Information on the consultation website, as well as the exhibition and webinar dates, was sent by email at launch to our key stakeholders, the full list of which is set out in the original SCI. This included:

- Cllrs Sue Vincent, Awale Olad and Julian Fulbrook
- Cllr Danny Beales
- Cllr Georgia Gould
- The British Museum
- Central District Alliance



- St George's Church Bloomsbury
- Bloomsbury Association
- Covent Garden Community Association (CGCA)
- The Covent Garden Area Trust
- Save Bloomsbury
- Bloomsbury CAAC
- The Soho Society
- Leicester Square Association

Flyer

- 6.7 At the same time as the website was launched, an A5 2-page flyer was sent out for door-to-door delivery to 2,668 local addresses around the site on Tuesday 15 March. The flyer and its distribution area is shown in Appendix B.
- 6.7 The flyer explained that changes have been made to the proposals, and invited the public to visit the consultation website to find out more. It also invited them to attend either our in-person exhibition or webinar, with a map on the back page showing the site and the exhibition venue.



Figure A: The first and second page of the flyer, showing the exhibition dates and map. The flyer is shown in full in Appendix B.

Advertising

- 6.7 At the same time as the flyer was launched, we also starting an advertising campaign to raise awareness of the consultation locally. We placed an article in the printed version of the Camden New Journal, which promoted the website and the consultation event. The advert ran for two



consecutive weeks in the newspaper, dated 17 March and 24 March 2022. The advert is shown in Appendix C.

- 6.7 We also undertook digital advertising on the Camden New Journal's website. Adverts appeared prominently on their website's homepage from 15 March for over a week. When clicked on, the adverts led through to our consultation website. The advert is also shown in Appendix C.

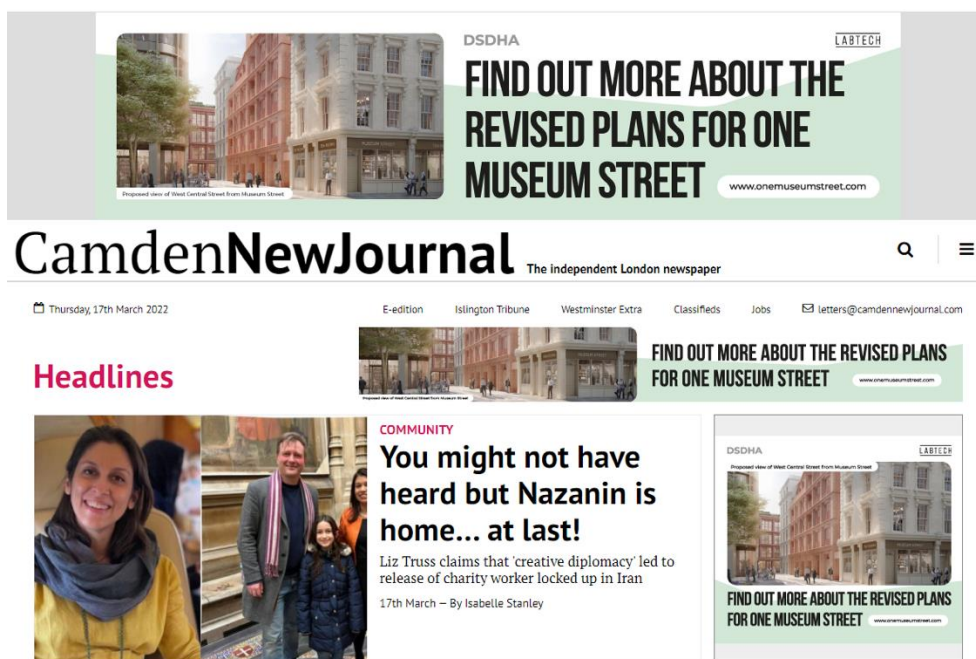


Figure B: Screenshot of the CNJ homepage on 17 March, with our advertising shown prominently, also shown in Appendix C.

Webinar

- 6.7 The first consultation event we held was our online webinar, held on Zoom on **Wednesday 30th March between 6pm and 7pm**. It was attended by 7 members of the public.
- 6.7 The webinar was attended by representatives of the applicant, DSDHA, Iceni, and was Chaired by London Communications Agency. After introductions, David Hills from DSDHA gave a presentation on the revised proposals, which was followed by an extensive Q&A during with the applicant and design team answered many questions sent in.
- 6.7 After it took place, a recording of the webinar was uploaded to our consultation website for the public to watch back if they could not attend.
- 6.7 Questions from the webinar focused on the height and massing of the revised proposals, the daylight and sunlight and wind impact on neighbouring buildings, the justification for redevelopment over retention in sustainability terms, security on Vine Lane and the mix of housing that will be provided

In-person exhibition

- 6.7 Our public exhibition was held across two days on:

- Wednesday 6th April between 4pm and 8pm (21 attendees)
- Saturday 9th April between 10am and 4pm (18 attendees)

6.7 In total **39 people attended over two days.**

6.7 The venue was located on-site, in the car park of Selkirk House at the ground floor. The venue was easily accessed from Museum Street, and accessible to the disabled. The entrance was well signposted by the team, and a map showing the venue location was printed on our flyers and website.

6.7 The revised proposals were displayed on a series of 12 exhibition boards (9x A1 size, 3x A0 size), setting out in detail the revised proposals and explaining the site, its constraints and the existing application. The boards are shown in Appendix E. After the exhibition, they were uploaded to our consultation website for the public to view online and download.

6.7 A large architectural model was also displayed at the event, showing the proposed building in the context of the wider Bloomsbury area.

6.7 An iPad was provided at the event for the public to use to view our website and submit their feedback online if they wished. A5 flyers were also produced, featuring information on the proposals and our contact details for attendees to take away with them (shown in Appendix F).

6.7 Also provided were A5 comments cards (shown in Appendix G) for attendees to leave their contact details and comments. **9 comments cards were returned**, with roughly six of these being positive and three being negative.





Images from the public exhibition in April 2022

6.7 The feedback from the exhibition, both verbal feedback and written feedback on the comments cards, is summarised below:

- **Height and massing:** Many attendees felt the building was still too tall, despite the height reduction. Some were local residents, who were concerned about the daylight, sunlight and construction impact of the building.
- **Sustainability:** Some attendees felt that the building should be retained and refurbished, largely for reasons of sustainability. The design team explained that due to constraints of the building, it would not be possible to convert the building to a high-quality office or residential building.
- **Public realm:** As significant number of attendees, including some residents who lived locally, were generally supportive of the proposals as reflected in the comments cards. They said that the building was out of date and the public realm around it was extremely poor, and were glad that something was being done to improve the situation.

Engagement following new ownership of the site – August / September 2022

6.7 In June 2022 Labtech sold its interest in the Applicant company (Lab Selkirk House Ltd.) to BC Partners with their development manager Simten Developments, resulting in the new owner taking over the site. Following this, the Applicant undertook a further phase of stakeholder engagement, to introduce themselves to the local community and reassure local businesses they are still committed to the scheme.

6.7 The new owners spent some time considering the revisions made earlier in the year by the previous owner and were supportive of substantial changes made, including the reduction of height and increase in affordable housing provision.

6.7 A letter was sent, addressed from Simten, on 27 July 2022 to the key stakeholders (set out in 4.7), and those residents and businesses who attended a site tour earlier in the year, including the Save Museum Street group. Many of these stakeholders responded to us to organise a meeting in order to meet the new owners and understand more about the timeline for the project. These meetings are detailed in the table below.

Meeting date	Stakeholder met	Main topics of discussion
16 th August	Central District Alliance BID	Public realm and nature of ground floor uses, including the types of retail proposed.
22 nd August	<ul style="list-style-type: none"> • Cllr Danny Beales (Cabinet Member for Investing in Communities, Culture and an Inclusive Economy) • Daniel Pope (Chief Planning Officer) 	Changes to the scheme made since submission, including the reduction in height and increase in affordable housing provision.
24 th August	Jim Monahan & John Cole (Covent Garden Community Association)	A tour of the One Museum Street site, including the West Central Street buildings.
6 th September	Holborn and Covent Garden ward councillors: <ul style="list-style-type: none"> • Cllr Awale Olad 	Revisions to the designs made since submission, and the feedback received during the public consultation.



7 th September	<ul style="list-style-type: none"> • Cllr Julian Fulbrook <hr/> <p>Save Museum Street coalition, including representatives of local community groups including:</p> <ul style="list-style-type: none"> • The Bloomsbury Association • The Covent Garden Community Association • The Covent Garden Area Trust • The Seven Dials Trust • Save Bloomsbury • Bloomsbury Conservation Area Advisory Committee • The Soho Society • Leicester Square Association • South Bloomsbury Tenants' & Residents' Association • Tavistock Chambers Residents' Association • Grape Street Residents • Drury Lane Residents • Willoughby Street Residents' Association <p>This meeting was also attended by:</p> <ul style="list-style-type: none"> • Cllr Awale Olad • Cllr Julian Fulbrook • Cllr Sue Vincent • Cllr Rishi Madlani 	<ul style="list-style-type: none"> • Introduction to Simten and BC Partners • Amendments to the scheme • Public spaces and anti-social behaviour • Impact on key views and the Conservation Area • Affordable housing provision • Demand for office space after the pandemic.
14 th September	James Williams, CEO of the Shaftesbury Theatre	<ul style="list-style-type: none"> • Amendments to the scheme. • Height and massing. • Public realm improvements and possible restaurants and bars at ground floors. • Possible arts and cultural space within the proposals.
UPCOMING MEETINGS		
22 nd September	Central District Alliance Property Steering Group	-



SECTION 5: FEEDBACK AND RESPONDING TO CONCERNS

- 6.7 This section includes a summary and analysis of all feedback received throughout the pre-application consultation period.
- 6.7 Since the consultation in April, the applicant has been reflecting on the feedback received and wherever possible it has influenced the final designs submitted with this application.
- 6.7 The local authority has also been consulted and involved in the design throughout the development of the scheme and multiple pre-application meetings have been held with Camden Council.
- 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 Aside from the main consultation activities, much feedback has also been received by email. The Applicant has endeavoured to respond in detail to all comments and questions received. In total, we had correspondence with 17 different residents and neighbours during the consultation period.
- 6.7 Feedback received has been mixed, with many of those who participated in the consultation still concerned about the height, massing and sustainability credentials of the revised scheme. Concerns still remain about the impact on key views of the new building, and that it could change the nature of the area and lead to more taller buildings coming forward.
- 6.7 The changes to the proposals, to reduce the height and provide more housing, have generally been welcomed, although some said they do not go far enough. Despite the Applicant's detailed approach to making sure the new building and design makes use of all the latest sustainability features, many were also concerned about the environmental and carbon impact of the development. These objections, and the other concerns raised by neighbours during the consultation, are responded to in the next section.
- 6.7 A significant number of people who attended the consultation events and gave feedback were more positive about the proposals, accepting that the existing building is in a very poor condition and thought the new building would be an improvement. In particular, new retail on the site and public realm improvements on Museum Street and West Central Street were widely supported.

Responding to feedback and concerns

- 6.7 The following table outline the key concerns and objection raised and the Applicant's response. This reflects the issues discussed in the sections above, and comments received via email, phone call, on the webinar, at the in-person exhibition and on the site tours.

<i>Summary of common objection</i>	<i>Applicant response</i>
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<p>The building is too tall and bulky, despite the reduction in height. It will have a negative impact on key views of the area.</p>	<p>In response to feedback, we have reduced the height of the building by two storeys and changed the massing. The proposals are now only two storeys higher than the existing building, which is outdated and visually unappealing. The proposed building is much lower than Centre Point.</p> <p>There is significant demand for high-quality sustainable office space in Central London, and nearby office developments like the Post Building are now fully let. Providing a building of the proposed height is essential to make the scheme viable.</p>
<p>Redevelopment of the building cannot be justified, as it will have a major environmental impact through the carbon emissions of redevelopment and construction. The building should be refurbished and repurposed.</p>	<p>The applicant has explored the possibility of refurbishment, but there are many constraints on repurposing the existing building, including the helical car park that dominates the lower levels and small floor to ceiling heights. This means converting the building into a location that would attract tenants in the modern market would be almost impossible. Therefore the building would continue to be vacant and neglected.</p> <p>The proposals will aim to reduce energy demand and CO2 emissions as far as practicable, with the overall aim to be Net Zero Carbon-enabled through seeking a zero-carbon balance. 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. Measures we are introducing include fossil-fuel free heating from day one, and solar shading of the façade, with the aim to meet or exceed a BREEAM Excellent rating.</p> <p>We will also adopt a circular economy strategy whereby existing materials and components are kept in use for as long as possible, rather than being discarded for landfill. At present the industry recycles or reuses circa 95% of materials in some way. We aim to better this, including via the retention of the basement structure.</p>
<p>Vine Lane could become the target of anti-social behavior, and needs to be closed off at night for security.</p>	<p>The Applicant is willing to explore this possibility and install security gates if agreed with residents and the Council.</p> <p>It should be noted that the retail and office entrance on the ground floor will provide active surveillance and activity that will reduce the likelihood of crime or anti-social behaviour along Vine Lane.</p>
<p>There is not enough demand for central London office space after the pandemic, so this scheme is unnecessary.</p>	<p>As London emerges from the pandemic, demand is high for sustainable and well-ventilated office spaces which attract staff to the office. Demand is falling greatly for older office buildings, which are less well ventilated and more outdated.</p> <p>New office developments nearby, such as the Post Building, as now fully let, and demand for top-quality office space</p>



	<p>across London is high. Therefore the applicant has no doubt that there is demand for the office space being proposed, and that the existing building would be very difficult to let out as an office building if it were refurbished considering its restraints.</p>
Servicing needs to be well-managed, and waste should be consolidated to be	<p>The Servicing Management Plan sets out how the dedicated servicing entrance on High Holborn will be used to service both the retail units and office building, and how vehicles will access it.</p> <p>Deliveries will be consolidated whenever possible to reduce the number of vehicles, and vehicles will be taken off Museum Street and West Central Street to reduce traffic.</p>
What is meant by 'affordable housing' what is being used to determine affordability?	<p>The affordable housing in our proposals will be provided as two different types:</p> <ul style="list-style-type: none">• Intermediate (9 homes): Intermediate homes are to buy at below market levels, and in this case will be for purchase via shared ownership.• Low-Cost Rent (9 homes): These homes will be operated by a Registered Provider, like a Housing Association, and will be let out at a maximum of 80% of the market rate. <p>This is in line with Camden Council's policy that affordable homes should be provided at a 60:40 split between intermediate and low-cost rent.</p>
How will demolition and construction be managed to avoid disruption to residents and businesses?	<p>The plan to manage the demolition and construction of the new building is set out in detail within the Construction Management Plan (CMP) in the planning application, which will be subject to scrutiny by Council officers and members of the Planning Committee.</p> <p>The appointed contractor will be a member of the Considerate Constructors scheme and will adhere to standard Camden Council working hours.</p>



SECTION 6: CONCLUSION

- 4.1 The Applicant has undertaken a comprehensive programme of engagement with local residents and businesses, local community groups, and political stakeholders following amendments made to the submitted application. The consultation has aimed to fully explain the context for the revised proposals, present the designs for the site and respond to comments and questions raised.
- 4.2 The Applicant organised, publicised and launched an in-person and online consultation programme that engaged widely with stakeholders and the public, giving every chance to find out more about the scheme and submit comments.
- 4.3 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.
- 4.4 The Applicant held a public exhibition over two days, and online webinar and hosted multiple site tours of the existing building. Detailed information on the revised proposals was available on the consultation website, which was promoted widely via a flyer, newspaper and online adverts.
- 4.5 Following a change of ownership of the site, the new owner contacted all key stakeholders to offer a meetings to introduce themselves and explain their ambitions for the site. This included meetings Cllr Danny Beales, local ward councillors, the local Business Improvement District, as well as the Save Museum Street group.
- 4.6 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.
- 4.7 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.
- 4.8 The applicant will continue to engage with stakeholders and neighbours following planning submission and keep them updated on the progress of the scheme. This engagement will include an update to our consultation website and letters to key stakeholders offering briefings with the project team.



SECTION 7: APPENDICES

Appendix A – Example of the email sent to stakeholders

LabTech London Limited
(A member of the LabTech Investments Limited group of companies)
LABS Dockray, 1-7 Dockray Place, London, NW1 8QH

LABTECH

1 March 2022

Dear

Re: Proposals for One Museum Street

You may remember that we previously wrote to you regarding the proposals for One Museum Street – a vacant site on Museum Street and High Holborn formally occupied by Travelodge, an NCP car park, and its adjacent buildings on West Central Street.

Over the last few years, we have been consulting on our proposals for an office-led mixed-use development, which would provide new residential and commercial uses and new public realm, including a pedestrian route through the site linking West Central Street with High Holborn.

In 2020 and 2021 we undertook digital consultation including surveys, stakeholder meetings and an online consultation event for local groups on our proposals. We heard that people had concerns about the height of the tower and its impact on views and that they felt that we hadn't got the balance right between office space and the delivery of homes, particularly affordable homes.

As the opinion of those who responded is important to us, we have been working hard in the background to respond to these issues, whilst maintaining the viability of the project.

In March we are planning to launch a wider public information event on the updated proposals for the scheme. Before we do, we would welcome the chance to meet in person to introduce ourselves, to tour the site and to explain how we have reconsidered the proposals in light of the feedback received.

Whilst we previously held events online for obvious reasons, we would now welcome the opportunity to meet. We will be holding site tours on: *Monday 7 March, 11.00AM – 1.00PM; Tuesday 8 March 4.40PM – 6.30PM; Wednesday 9 March 10.00 – 12.00PM and Thursday 10 March 5.00- 7.00PM.* Please do let the team at London Communications Agency know if you are interested in attending one and they will arrange this. Due to the condition of the building and to reassure those concerned about social distancing we need to keep these to a maximum of ten people per tour with a maximum of two representatives of each local group. We will arrange additional events should all of the scheduled tours become oversubscribed.

We look forward to meeting you in due course.

Kind regards,

Henry Mace
Design Director

Tom Wooster
Senior Project Manager

Company Number : 9229268
lab-tech.com

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

DSDHA
LABTECH




Proposed view of West Central Street from Museum Street

FIND OUT MORE ABOUT THE REVISED PLANS FOR ONE MUSEUM STREET

LabTech is bringing forward revised proposals for One Museum Street (also known as Selkirk House), and its adjacent buildings on West Central Street. Located on Museum Street and High Holborn, the building is now vacant following the closure of the Travelodge in 2020.

Following feedback received during earlier consultations in 2020 and 2021, the revised proposals will reduce the height of the proposed office building and provide more affordable housing.

Visit our website to find out more information, including a pack showing our developed designs. We would love to hear your feedback, which you can send us through the survey on our website or using the contact details below.



The One Museum Street and West Central Street site is outlined in red. The entrance to the exhibition venue is shown by the red arrow.

PUBLIC EXHIBITION

We will be holding an in-person public exhibition at the times below, which you are welcome to attend if you would like to meet the team and ask us any questions.


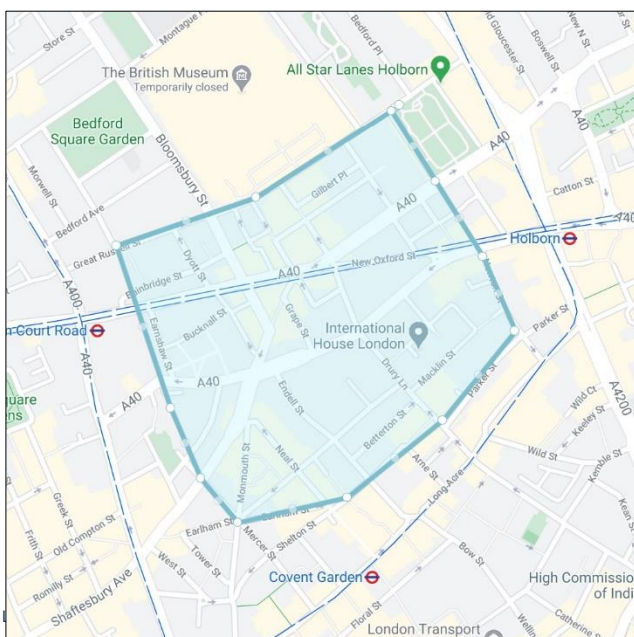
These will take place in the Car Park of One Museum Street (see map), which you can enter via the entrance opposite the Post Building, at the following times:

- Wednesday 6th April between 4pm and 8pm
- Saturday 9th April between 10am and 4pm

If you can't attend in person, we will also be holding a webinar on Zoom on Wednesday 30th March between 6pm and 7pm. Please visit our website to sign up.

Contact us:

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

Appendix C – Quarter page advert in the Camden New Journal

Advert in Camden New Journal – 29 October 2020

DSDHA

LABTECH



Proposed view of West Central Street from Museum Street

FIND OUT MORE ABOUT THE REVISED PLANS FOR ONE MUSEUM STREET

LabTech is bringing forward revised proposals for One Museum Street and West Central Street.

The revised proposals for the vacant site will reduce the height of the proposed office building and provide more affordable housing.

We will be holding public exhibitions for you to meet the team and ask questions. These will be held in the One Museum Street car park via the entrance opposite the Post Building.

- Wednesday 30th March, 6-7pm – Zoom online webinar (Visit our website to sign up)
- Wednesday 6th April, 4-8pm – In-person exhibition
- Saturday 9th April, 10am-4pm – In-person exhibition



onemuseumstreet@londoncommunications.co.uk



0800 307 7975



www.onemuseumstreet.com



FIND OUT MORE ABOUT THE REVISED PLANS FOR ONE MUSEUM STREET

[CLICK HERE TO LEARN MORE](#)

CamdenNewJournal

The independent London newspaper



Thursday, 17th March 2022

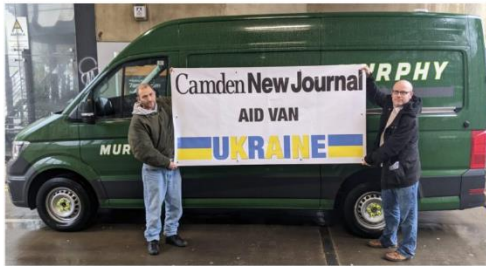
E-edition | Islington Tribune | Westminster Extra | Classifieds | Jobs | letters@camdennewjournal.com

Headlines



FIND OUT MORE ABOUT THE REVISED PLANS FOR ONE MUSEUM STREET

[CLICK HERE TO LEARN MORE](#)



COMMUNITY

The CNJ aid van is back on the road and this time we're heading to the edge of the war zone

We will take your donations to lines of refugees in Poland

17th March – By Dan Carrier



Appendix D – Advertising campaign on Facebook

 **One Museum Street consultation** ...

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!


DSDHA **LABTECH**



www.onemuseumstreet.com

ONEMUSEUMSTREET.COM
One Museum Street [Learn More](#)

DSDHA **LABTECH**



www.onemuseumstreet.com

Appendix E – Public exhibition boards

WELCOME

Welcome to Labtech’s public exhibition for our revised proposals for One Museum Street.

Over the last few years, we have been talking to people and groups about our proposals for One Museum Street (also known as Selkirk House and formerly occupied by Travelodge). We heard that local residents and groups had concerns about the proposed height, the balance between homes and office space and a desire to see a sustainable scheme.

After submitting a planning application last year, we have now made significant amendments to the scheme to respond to the community’s feedback. These boards show our updated proposals and our key commitments to our neighbours.



CGI showing view looking north up Museum Street

You can view this content online and let us know your comments by visiting our website:



onemuseumstreet@londoncommunications.co.uk



0800 307 7975



onemuseumstreet.com



South Molton Street, DSDHA

WHO WE ARE

Labtech | Owner and applicant **LABTECH**

LabTech connects millions of annual visitors to central London property in our Camden and West End asset hubs – delivering endless opportunities to shop, network and collaborate.

DSDHA | Lead architect **DSDHA**

DSDHA is an architecture, urban design and spatial research studio, established by Deborah Saunt and David Hills. More than bricks and mortar, their projects are about people. They bring projects to life and design them to evolve after completion.

They 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.

Scotch Partners | Sustainability consultants **ScotchPartners**

Scotch Partners are a London based design consultancy offering expertise in sustainability. We believe that sustainable and efficient design engineering delivers the highest quality buildings and internal environments.



33-35 Piccadilly, DSDHA

Planning Consultants



Transport Consultants



Project Manager



Engineers



Communications and Engagement



THE SITE — SELKIRK HOUSE

The One Museum Street 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.

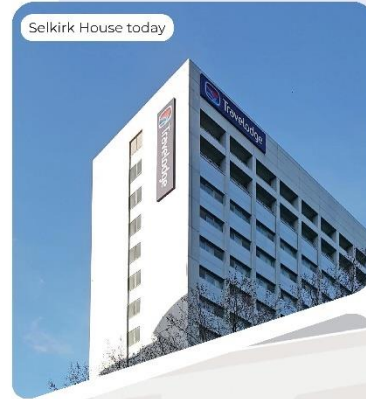
West Central Street dissects the site and separates out the existing Selkirk House from the New Oxford Street / West Central Street block (known as 'The West Central Street buildings').

Selkirk House is ground plus 16-storeys 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.

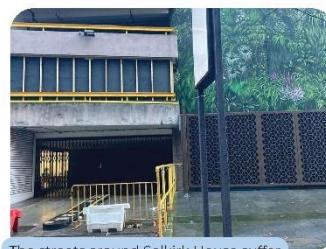
It was originally built in the 1960's and served as office space until it was converted to a hotel in 2004. The top two floors housed residential apartments, which became serviced apartments when Travelodge converted the building.

The Travelodge acted as overspill to the other Travelodge hotel located over the road at High Holborn. The hotel closed during the pandemic in 2020 and Selkirk House is now vacant, and largely in a poor state internally.

The design of the building is outdated, especially at the ground floor where the lack of active frontages on High Holborn and the prominence of the car park means the surrounding area offers a poor pedestrian experience and attracts anti-social behaviour.



The existing ground floor plan of the site



The streets around Selkirk House suffer from anti-social behaviour



LABTECH

THE SITE – 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.

Much like the area around Selkirk House, West Central Street attracts lots of anti-social behaviour, including drug use, which puts off ordinary members of the public from walking through it. This effect is worsened by the inactive and uneven frontages, which are in a poor condition on both West Central and New Oxford Street. In particular, the historic façades on New Oxford Street are in a state of disrepair and require restoration.

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



West Central Street as existing looking west. The road is dominated by the Selkirk House car park to the left



West Central Street at present attracts anti-social behaviour

View of the site from Coptic Street, with the New Oxford Street buildings in the foreground and Selkirk House behind



LABTECH

THE STORY SO FAR

Over the last few years, we have been talking to local people about our ideas for an office-led mixed-use development, to replace the outdated Selkirk House and improve the surrounding streets. We want to provide new homes, shops, office space and a public pedestrian route linking West Central Street with High Holborn.

In 2020 and 2021 we consulted with the community on our initial plans, with a digital survey, stakeholder meetings and online consultation events while the Covid-19 pandemic was ongoing. We submitted our proposals in a planning application to the London Borough of Camden in Summer 2021.

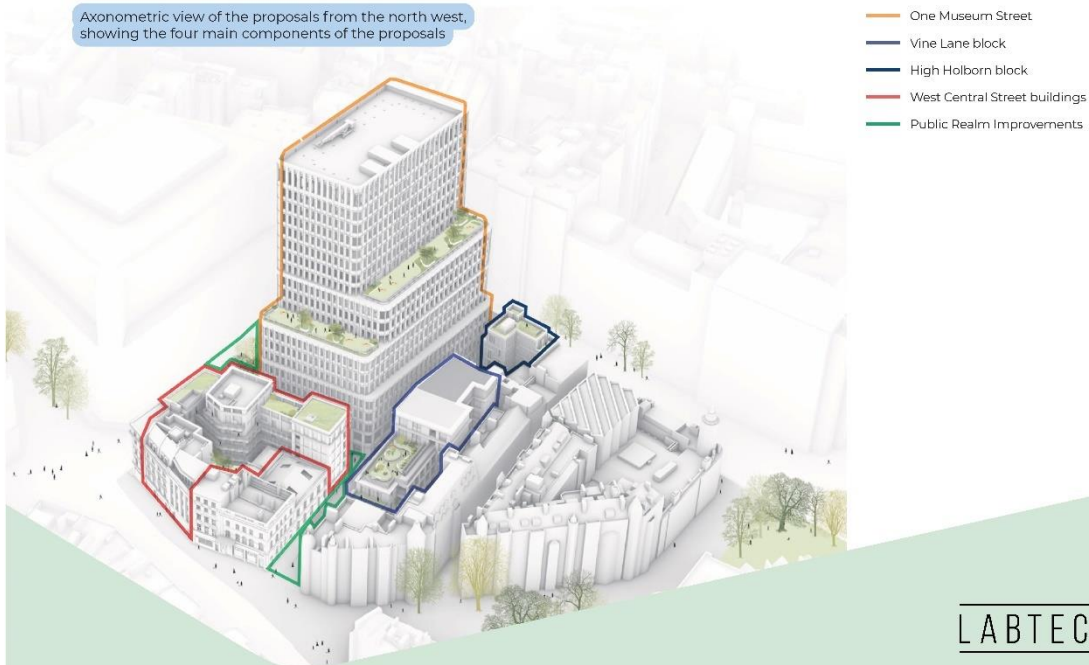
Some local residents and groups raised concerns about the proposals in our planning application.

THE KEY CONCERNS WE HEARD WERE:

1. The proposed new building is too tall and will impact key views around the area.
2. The balance between office space and homes should be altered to provide more homes, particularly affordable homes.
3. The scheme should be sustainable and be net zero carbon enabled.
4. The new public space should be well-managed and kept secure, especially Vine Lane.

Over the last year we have been working hard with our project team and the London Borough of Camden to respond to the above. The next board shows our updated proposals and some key commitments we're making as a result of the feedback and comments.

Axonometric view of the proposals from the north west, showing the four main components of the proposals



CHANGES IN RESPONSE TO FEEDBACK

Since last year, we have worked hard to amend our proposals in response to feedback. The changes we have made are to:

- Reduce the height of the proposed building by 2 storeys and 6 metres.
- Increase the number of new homes. We are now proposing 48 homes, 50% of which will be affordable (by floorspace). Our scheme last year included 29 homes, 40% of which were affordable.
- Use a circular economy strategy to reuse at least 95% of all materials from the existing building in some way, rather than let them go to waste, and aim for the new building to be net zero carbon enabled.
- Improve the pedestrian experience on Museum Street and High Holborn with a more generous colonnade to the new building.

CGI showing view from Museum Street looking towards West Central Street



LABTECH

MORE AFFORDABLE HOUSING FOR CAMDEN

A significant increase in the number of new homes, with 50% of the new homes now affordable.

Our previous proposals included 29 homes, provided with a mix of one, two, three and five bedrooms and 40% affordable on site.

We heard from local residents and Camden that they would like to see a greater number of homes delivered here, particularly in light of London's current housing shortage.

We are now proposing to convert the entire Vine Lane block from office to residential, re-providing the lost residential floorspace from Se Kirk House as well as providing additional homes on site. Under these new proposals, Vine Lane will now deliver 19 homes for market sale, in addition to the new homes in the West Central Street and High Holborn buildings.

This will allow us to provide **48 homes overall, 50% of which will be affordable** (by floorspace).

WHAT DO WE MEAN BY AFFORDABLE HOUSING?

The affordable housing in our proposals will be provided as two different types:

Intermediate (10 homes): Intermediate homes are to buy at below market levels, and in this case will be for purchase via shared ownership.

Low Cost Rent (9 homes): These homes will be operated by a Registered Provider, like a Housing Association, and will be let out at a maximum of 80% of the market rate.

This is in line with Camden Council's policy that affordable homes should be provided at a 60:40 split between intermediate and low cost rent.



LABTECH

IMPROVED PUBLIC SPACES

Our proposals provides a unique opportunity to greatly improve and upgrade the public spaces around the site.

At present, the southern portion of Museum Street, High Holborn and West Central Street are unwelcoming and unattractive. They do not provide a pleasant experience for pedestrians and offer very little greenery or places to sit. The areas around the existing car park are the target of anti-social behaviour.

Our proposals will create a new public space at the southern end of Museum Street, with new seating, trees and planting in front of new shops on the ground floor of the new building.

West Central Street will be transformed from an underused and neglected backroad into a pleasant public space. A new pedestrian public route through to High Holborn, which we call Vine Lane, will be introduced and will include a pocket park.

We have also worked hard to further improve the pedestrian experience along Museum Street with a more generous colonnade to the One Museum Street building together with existing and proposed tree canopies, seating and a café spill out area.

We know local people have concerns about anti-social behaviour around the existing buildings, and these new active ground floor uses will improve safety and security, along with security associated with the new office building.

Curved recessed entrances and projecting bays along Museum Street and High Holborn will further improve the experience for those walking around the One Museum Street building.



- Museum Street
- Vine Lane
- West Central Street
- High Holborn

LABTECH

A SUSTAINABLE APPROACH

The proposals will aim to reduce energy demand and CO2 emissions as far as practicable, with the overall aim to be Net Zero Carbon-enabled through seeking a zero-carbon balance.

The project is registered as a JETI Pioneer Project – a network actively working towards shaping Net Zero Carbon buildings and currently the only one of this scale. Measures we are introducing include fossil fuel-free heating from day one, and solar shading of the facade, with the aim to meet or exceed a BREEAM Excellent rating.

We will also adopt a circular economy strategy whereby existing materials and components are kept in use for as long as possible, rather than being discarded for landfill. At present the industry recycles or reuses circa 95% of materials in some way. We aim to better this, including via the retention of the basement structure.



CGI showing the residential rooftop in the Vibe Lane building, on the fourth floor

RETAINED VS NEW: A COMPARISON

Sustainability indicator	One Museum Street: Retained ❌	One Museum Street: New ✅
Reuse existing structures to reduce embodied carbon	Partial: Only the structure frame would be safe and appropriate for reuse, plus parts of the basement.	Partial: parts of the basement
Sustainable drainage systems to manage rainwater runoff	No: not feasible	Yes: blue roofs are proposed
Energy efficiency towards Net Zero Carbon	Enhancement to good practice	Beyond best practice: A Net Zero Carbon 'Pioneer' project.
Natural ventilation to reduce overheating risk and reduce energy demand	No: not feasible	Yes: operable ventilation panels
Daylighting to improve occupant wellbeing and reduce energy demand	Limited	Maximised
Urban greening and biodiversity net gain	Limited	Maximised
Transport emissions	High: retained car park encourages car use	Low: car free development

THE CONSTRAINTS OF SELKIRK HOUSE AND THE CASE FOR DEMOLITION

Where possible, we have sought to refurbish existing buildings and are retaining parts of the Selkirk House basement, and the buildings at 10 – 12 Museum Street and 35 – 41 New Oxford Street.

However many parts of Selkirk House are completely unsuitable for refurbishment or repurposing:

- Full demolition of the car park would be required, as the ramped slabs built to suit vehicles cannot be readily adapted for any other purpose.

- The existing Selkirk House has particularly low floor to ceiling heights compared to current market expectations, making them a long way off best practice.

- The building has irregular column spacing which is not adaptable or competitive in the modern office market.

Furthermore, refurbishment of the former Travelodge tower significantly restricts the opportunity to deliver wider public realm enhancements, including the new public route through the site.

OUR COMMITMENTS

- Retaining parts of the existing building structure where feasible to do so
- Applying the principles of a Circular Economy to reuse and repurpose what we can onsite or locally offsite
- Interrogation and careful selection of new materials and products
- Explore opportunities to offset carbon, potentially through carbon sequestration

LABTECH

OUR PROPOSALS AT-A-GLANCE

OVERALL, OUR REVISED PROPOSALS ARE TO:



Redevelop the vacant, outdated Selkirk House with a high-quality office building, that will boast cutting edge sustainability credentials, making it one of the most environmentally friendly buildings in London.



Provide 48 homes for Camden, at least half of which will be affordable.



Renovate historic buildings in the West Central Street block, which are currently vacant and in poor condition, to provide new housing.



Transform the public spaces around Museum Street, West Central Street and High Holborn, which are currently unwelcoming and attract anti-social behaviour, with new seating, planting and trees.



Create a new pedestrian route from West Central Street through to High Holborn, called Vine Lane, and a pocket park.

The proposed ground floor plan, showing the proposed uses



- Office Lobby Class E
- Flexible Use Class E
- Residential - Shared Tenure
- Residential - Social Rent
- Residential - Market Sales
- Plant / Substation
- Flexible Class E

LABTECH

MANAGEMENT AND SERVICING

We want to ensure that the public spaces around the new building are kept in top condition. This means we will manage Vine Lane to ensure it does not suffer from anti-social behaviour, and plan the servicing of the new building so it does not disrupt our neighbours.

MANAGEMENT OF VINE LANE

Feedback to date on Vine Lane has been supportive of the new connectivity and pedestrian route, but there are some concerns about anti-social behaviour. It is of course important to Labtech that this is avoided, and we will have security and active surveillance from the shops and office entrance to discourage such activity.

SERVICING

The new office building will be serviced from a loading bay at the south of the site on High Holborn, as shown on the map below. Deliveries will be consolidated to minimise the numbers of vehicles.

Waste from the internal buildings will be stored in internal bin stores within the buildings, and only taken out onto the street at collection times.



LABTECH

KEY VIEWS



Submitted: CGI from Endell Street / High Holborn



Revised: CGI from Endell Street / High Holborn



Submitted: CGI from Coptic Street / New Oxford Street



Revised: CGI from Coptic Street / New Oxford Street

Key

- Existing outline
- Submitted outline

LABTECH

BENEFITS & NEXT STEPS

Aside from the new homes and public spaces, these proposals will provide benefits for all of Bloomsbury with new jobs and employment created by building.

Significant contributions will also be made to support local services and infrastructure, for example through the Community Infrastructure Levy (CIL).

CONSTRUCTION BENEFITS

Direct Construction Employment
(over 5 years over 1.5-year build)
c.635 jobs

Indirect and induced employment
(over 5 years over 1.5-year build)
c.740 jobs

Indirect GVA
(over 5 years)
up to £295m



OPERATIONAL BENEFITS

Direct Employment
c.1,610 jobs

Resident Expenditure
(over 10 years)
c.£675,000

Indirect Employment
c.467 jobs

Economic Output (GVA)
(over 10 years)
c.£149m



FISCAL BENEFITS

Council Tax
(over 10 years)
c.£78,000

Business Rates
(over 10 years)
c.£15m

Camden Community Infrastructure Levy
c.£900,000

New Homes Bonus
(over 10 years over 100)
c.350,000

Mayoral Community Infrastructure Levy
c.£1.4m



The figures above are subject to final calculations.

Thank you for attending our public exhibition. You can leave your feedback using one of the comments cards provided.

All the information in these basics is available on our website, as well as a digital 3D model of the proposed scheme.

These revised proposals will be submitted to LB Camden as an addendum to the existing planning application. You can view the application and comment on it by visit Camden's planning portal and searching the reference number: **2021/2954/P**.

INDICATIVE TIMELINE



CGI showing the proposed scheme viewed from Bloomsbury Way

GET IN TOUCH

You can also get in touch with the team via email, telephone or through our website.



onemuseumstreet@londoncommunications.co.uk

0800 307 7975

onemuseumstreet.com

LABTECH

DSDHA

LABTECH



Proposed view of West Central Street from Museum Street

OUR REVISED PLANS FOR ONE MUSEUM STREET

LabTech is bringing forward revised proposals for One Museum Street (also known as Selkirk House), and its adjacent buildings on West Central Street. Located on Museum Street and High Holborn, the building is now vacant following the closure of the Travelodge in 2020.



Redevelop the vacant, outdated Selkirk House with a high-quality office building, that will boast cutting edge sustainability credentials, aiming to make it one of the most environmentally friendly buildings in London.



Provide 48 homes for Camden, half of which will be affordable.



Renovate historic buildings in the West Central Street block, which are currently vacant and in poor condition, to provide new housing.



Transform the public spaces around Museum Street, West Central Street and High Holborn, which are currently unwelcoming and attract anti-social behaviour, with new public seating, planting and trees.



Create a new pedestrian route from West Central Street through to High Holborn, called Vine Lane, and a public pocket park.



CGI showing view looking north up Museum Street

1083m² of public open space is proposed, including the new public route Vine Lane.

The serviced apartments in the existing building will be reprovided as new homes. There are no serviced apartments in our plans.

Camden's draft site allocation policy requires a commercial-led mixed-use development on the site. We are therefore delivering 15,762m² of office space, along with new shops, cafes and restaurants.

The typical floor to ceiling height in Selkirk House is 2.3m. This is unsuitably low by modern office standards, and would greatly limit any refurbishment.

Our plans are net-zero carbon enabled, and will seek a zero-carbon balance.


Contact us:

 onemuseumstreet@londoncommunications.co.uk

 0800 307 7975

 www.onemuseumstreet.com



 SCAN ME

ONE MUSEUM STREET – FEEDBACK

Please use the space below to tell us what you think about our proposals.

.....

.....

.....

.....

.....

.....

.....

.....

Name: **Postcode:**

Email:

If you wish to be kept informed about progress with this consultation and development, please tick this box. We are required to collect consultation data in respect of these proposals so that feedback from the local community can be assessed and summarised within the planning documents. Please be assured however that we will not hold or use your data for any other purpose whatsoever.

LABTECH



onemuseumstreet@londoncommunications.co.uk



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