


Application No:	Consultees Name:	Received:	Comment:	Response:
2023/2510/P	Richard Cohen	28/07/2023 16:35:25	OBJ	<p>Objection to the proposed redevelopment of One Museum Street (Selkirk House site) Reference 2021/2954/P</p> <p>As a long-standing local resident, I feel compelled to object to the plans to redevelop the site at One Museum Street (Selkirk House site).</p> <p>I will start by saying that the last thing this area needs is further commercial development and intensification of an already over-developed area.</p> <p>I feel that it is neither necessary nor desirable for there to be yet another high-rise structure inserted into our area as your proposals suggest. The existing Travelodge block already overshadows neighbouring older structures and in your proposals this building would be scaled up even higher and on a more massive scale. It would be visible from a wider area completely dominating the neighbourhood and damaging views of nearby historic buildings.</p> <p>The local community of residents and businesses and amenity groups has already objected to the first set of proposals and the amended plans on which we are now being consulted still present a building which is grossly out of scale with the surrounding area. Yet we are now being presented with a new set of proposals which in no way deal with the objections that were so powerfully raised by residents and expressed vocally to candidates standing for local elected office.</p> <p>The St Giles/Holborn neighbourhood urgently needs much more residential accommodation and yet the amended proposals provide for no more than 9 "low-cost homes for rent". Furthermore the accommodation which is deemed to be "affordable" would require residents to have an annual income of at least £75,000, far above average earnings in London. These proposals would only be justifiable if you were considering investing in affordable residential accommodation and this is clearly not the case with these new proposals. It is only by providing more places for people to live at affordable prices that new life can be breathed back into this central London neighbourhood which has suffered huge losses to its businesses since 2020.</p> <p>There are strong environmental arguments against the proposed redevelopment as well. Tearing down a structure that is only 55 years old and replacing it with another large building uses huge amounts of new concrete, steel and energy thereby adding to global warming. The existing building could easily be adapted by retrofitting and repurposing for varied uses like studios, workshops, social housing and hotel rooms.</p> <p>It seems to me to be futile to propose yet more office space at a time when huge changes in the way office work is done are changing the character of inner city areas. The companies that operate out of Central St Giles for example, a major nearby development, have managed to continue working as the majority of their staff now carry out their work from home or operate on a hybrid working pattern. The need for yet more office space in the centre of the city is highly doubtful.</p> <p>I look forward to hearing from you. I hope you will ensure that this objection is registered in the appropriate way within the Camden Planning procedures.</p> <p>RICHARD COHEN</p>

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63a St Giles High Street
London WC2H 8LE


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2023/2510/P	Alexander Jan, Central District Alliance	28/07/2023 19:25:25	COMMENT	<p>One Museum Street (also known as Selkirk House) is a vacant site formerly occupied by Travelodge, which faces Museum Street, New Oxford Street and High Holborn. Despite sitting at this strategic location, the current site is underutilised and does not effectively relate to its surrounding streetscape. Central District Alliance (CDA) is of the view that the existing site does not support economic activity or the local social fabric. Additionally, the streets and shared spaces around the site have poor visibility, contributing to anti-social behaviour and negatively impacting both safety and perceptions of safety. CDA considers that the development proposals at One Museum Street present an opportunity to change this, increasing the site's social, economic and environmental contributions to the local neighbourhood.</p> <p>The redevelopment proposes high quality new workspace that is estimated to directly support over 1,700 jobs in the area and deliver nearly £15m per year in Business Rates and Council Tax. As the site has been vacant since 2020, CDA believes that this represents a considerable uplift and positive impact on local economic vitality, particularly because Camden Council will have the ability to reinvest that revenue into nearby services and infrastructure.</p> <p>Furthermore, the proposed workspace is located in an area of high public transport connectivity and includes the provision of 345 new long-stay cycle parking spaces. New banks of short-stay cycle stands are additionally proposed at High Holborn, Museum Street and New Oxford Street – extending the benefits of site-specific provision to the wider streetscape. The proposals prompt the removal of a multi-storey car park in favour of a car-free development, in line with the Mayor's Healthy Streets Approach and 2050 target to facilitate a modal shift wherein 80% of Londoners choose sustainable or active travel modes by 2041. The development is therefore unlikely to increase local congestion, rather supporting Camden's commitment to achieving a Net Zero Carbon Borough by 2030.</p> <p>CDA considers that this development also has the potential to positively impact society through its provision of 44 new homes, 19 of which will be affordable. Eleven of these will be let at low-cost rent, and eight of these will be let at intermediate rent. The densification of housing in this Central London area, where land is otherwise constrained, is much-needed and consistent with the priorities of national, regional and local policy. The site falls within a pivotal location, at the intersection of the Holborn, St Giles and Bloomsbury neighbourhoods. Residential densification in this well-connected transportation context therefore supports a pattern of sustainable development in the area.</p> <p>The redevelopment additionally presents significant opportunities for the built environment. Aesthetically, it will re-pave parts of High Holborn, deliver planting and increased public realm design quality along Museum Street, upgrade surface materials along the whole of West Central Street, and create a new high quality pedestrian area (Vine Lane).</p> <p>Safety and the perception of safety are currently key issues at ground level all around the site. By providing a new North-South connection, Vine Lane will help to combat this by opening up sight lines along what currently feels like a dead-end route. New ground floor food and retail along Museum Street, West Central Street, Vine Lane and High Holborn will help these streets become more lively and welcoming by activating the streetscape and generating footfall. These units will also complement the new ground floor commercial units in the neighbouring Post Building – allowing the site to relate more effectively to its surroundings.</p> <p>From a heritage perspective, the updated proposals retain and repair the listed buildings that form part of the West Central Street block at 10-12 Museum Street and 35-37 New Oxford Street. These buildings have been recognised as positive contributors to the Bloomsbury Conservation Area. By bringing them back into use for</p>

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				residential and commercial purposes, the development enhances the existing heritage assets and ensures long-term stewardship of the local historic fabric.
				CDA is therefore of the view that the proposals for the redevelopment of One Museum Street (Selkirk House) complement and rejuvenate the iconic local neighbourhood that the site falls within. As a responsible business group that forms part of the local fabric, CDA support endeavours to stimulate jobs, economic development and housing densification while improving the public realm environment around a pivotal Central London location.
