

Application No:	Consultees Name:	Received:	Comment:	Response:
2023/2653/L	The Covent Garden Area Trust	07/08/2023 13:00:01	OBJ	The Covent Garden Area Trust wishes to object to applications 2023/2510/P and 2023/2653/L in the strongest possible terms.

There are multiple grounds for objecting to the proposed construction of this vastly over-dominant and insensitively designed building, some of which are outlined below:

1. The height, scale and bulk of the proposed building are all vastly over-proportioned for this site. It would dwarf surrounding buildings and dominate many important views in the wider area.
2. Due to its inappropriate height, scale and design, the proposed building would detract from the setting of numerous Grade I, II and II* listed buildings, including St George's Church, the British Museum, Bedford Square, and the newly-listed buildings directly adjacent to the site. This would adversely impact upon many of these buildings' special interests, through an erosion of their setting.
3. The proposed building would also adversely impact the character and appearance of the Covent Garden, Bloomsbury and Soho Conservation Areas due to its oversized scale, visual dominance and unsympathetic design.
4. Demolition of the existing building, which is already tall, is contrary to the UK's climate change policies and policies of the Greater London Authority and Camden Council. All of these policies strongly advocate retaining existing buildings and retrofitting them up to modern standards.
5. The construction of a considerably taller building on this site will set a precedent for more taller buildings in the area, and make it more difficult for Camden to refuse such applications.

This proposal would be heavily detrimental to the setting and special interests of many surrounding conservations areas and listed buildings within this historic and characterful part of London. Its scale, proportions and design are entirely unsympathetic to the prevailing character of the surrounding streetscape which is modest and domestic in scale. The Covent Garden Area Trust strongly urges Camden to refuse this application in view of the unacceptably high level of harm it would bring about to the Bloomsbury Conservation Area and nearby designated heritage assets.
