



London
73-75 Endell Street
London
WC2H9AJ

Email
David.Fowler@camden.gov.uk

Dear Mr Fowler,

Re: Support for One Museum Street (Former Travelodge Site and West Central Street)– (2023/2510/P)

We are pleased to express our full support for the proposals to revitalise the vacant Travelodge site and area towards New Oxford Street. We firmly believe that these proposals have the potential to bring significant positive change to the area and create a more enriching experience for both the local community and visitors.

As a business located nearby on Endell Street for four years, we understand the untapped potential of this important site between Covent Garden and Bloomsbury. It has sat vacant and underutilised for too long and attracts anti-social behaviour, detracting from the experience of the area for employees and visitors alike.

The vision of crafting a well-designed, vibrant ground floor environment and new workspace that caters to a diverse workforce while also addressing the pressing need for new homes - including affordable in a central location- sits well with us. We also welcome the inclusion of the new parade shops to provide further diversity to the local retail offer and keep more spend locally.

The proposed regeneration of this site is overdue and as a long term local business we are encouraged by the developer's desire to undertake this substantial investment in the area. We firmly believe that these improvements will not only enhance the aesthetics of our locality but also contribute to its ongoing economic prosperity.

In conclusion, we wholeheartedly support the proposed transformation of the former Travelodge site and I urge the council and committee to ensure that the long-term future of this site is secured.

Yours sincerely,

Christopher Collett MRICS

Partner

Quantem Consulting