



Camden Planning (by email)

23 July 2013

Dear Sir or Madam,

**251-258 TOTTENHAM COURT ROAD W1T 7AB, 257-258 TOTTENHAM COURT ROAD  
W1T 7RE AND 1 BEDFORD AVENUE LONDON WC1B 3AS  
APPLICATION FOR PLANNING PERMISSION: 2013/3880/P**

We acknowledge with thanks that the developers have made an effort to communicate with residents who may be affected by their proposed development. However, we are writing to object to the above application on the following grounds:

1. The proposed Delivery and Servicing arrangements are unsatisfactory having regard to the many local residents who will be affected by them. This is particularly true for those whose residences front onto Bedford Avenue (like ours) and onto Adeline Place (like many other residents in Bedford Court Mansions). While it is stated that hours of servicing are to be agreed, the hours proposed in Annexe B are between 6.00am and midnight, six days a week. This shows a lack of concern for residents. The estimates of traffic increases as a result of the proposed development also seem to be extremely low, particularly if the retail element were to include elements requiring intensive servicing.
2. The proposed Traffic Management arrangements during construction are also unsatisfactory as it is again proposed that access to Morland Street will be via Bedford Avenue and Adeline Place – with the serious residential impact noted above.

Paragraph 5.2 of the Traffic Statement says that "Construction traffic will be encouraged to approach and leave the site via Tottenham Court Road during off-peak hours." It is suggested that this should not be a matter of encouragement, but should form part of the conditions attached to the permission granted. (This assumes, as seems likely, that no more radical solution can be found which would result in traffic to and from Morland Street avoiding Adeline Place and the eastern section of Bedford Avenue altogether.)

3. The Southern end of the proposed building is significantly higher than existing and, although it is accepted that the sunlight impact would be relatively small on most individual flats in Bedford Court Mansions, it is suggested that the overall visual impact of this increase of height and mass on Bedford Avenue, an attractive street in a Conservation Area, will be more substantial. This, and the uncompromisingly commercial design of the proposed building would, in our view, have a material adverse effect on the entry to this part of Bloomsbury which, because of its proximity to Bedford Square, is a precious and important part of London's architectural heritage.

Please continue to keep us informed of the progress of this application.

Yours faithfully

Roger and Bridget Myddelton