

Christopher Heather
Regeneration and Planning
Culture and Environment
Camden Council
2nd Floor
5 Pancras Square
LONDON N1C 4AG

Dear Mr. Heather

I object to the proposals for 21-31 New Oxford Street, planning reference 2014/5946/P.

Scale

The proposals are completely out of scale to this prominent site and will adversely affect the historic setting of St. George's Bloomsbury. The current building tried to minimise its impact with various set-backs to the elevations. The proposal here seeks to bulk out every aspect of the site to provide the maximum return. The proposal would be very intrusive from every angle of the local area and the height is not in keeping with buildings in the area (with the exception of the Travelodge tower).

Aesthetics

The site is bound by some of the busiest walking routes in the area and many of these people will be tourists. The appearance of the proposed re-clad will give a negative impression of the area and will reflect badly on the nearby museum and Hawksmoor church.

The proposed retail units will only attract chain stores which will detract from the independent stores that make the area unique compared to nearby Oxford Street and Holborn/Kingsway.

Community Benefits

The developers have provided the minimum amount of housing and yet contemptuously placed it above the vehicular access on High Holborn; being the worst setting for residential use. These future residents will be plagued by noise from relentless traffic and deliveries/bin collections.

Aside from this, absolutely nothing positive has been put in the offering to improve the area. In regards to public space; a token gesture has been made to an adjacent public space which could easily be spruced up without the developers assistance.

The area is in dire need of more housing and especially truly affordable housing. The current proposal of office space will do nothing to rejoin the neighbourhoods of Bloomsbury and Covent Garden.

Regards

Mr. Devon Scente

32 Rosebery Square
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