

27th January 2017

Dear Mr Tulloch,

Ref: Planning and listed building consent applications 2016/7061/P and 2017/0044/L - 23-24 Montague Street, London, WC1B 5BH

On behalf of the Gower Street Hoteliers Association

We are writing to object to the above applications. We are a group of local hotel owners close to The Ruskin Hotel and we are very concerned at the proposed change of use of the Ruskin Hotel to form luxury apartments.

Our concern is regarding the precedent that this change of use would set for the local area. The approval of this planning permission would encourage landlords to replicate this plan on other leasehold properties which they own. Most small hotels in similar buildings are currently run as hotels due to the fact that the buildings they occupy are designated as hotel use only, if hotels are no longer protected then it would allow landlords to seek alternative use for their buildings and force leaseholders out of the hotel business. This would make it impossible for small hotel owners to further invest in their businesses with the knowledge of this possible threat hanging over our heads. This would make our long term business prospects very negative.

Our understanding is that under Camden's Development Policies and Policy DP14, it states that "the Council will protect visitor accommodation in appropriate locations". We would argue that there is no better location for visitors than Bloomsbury; many of the hotels in the Bloomsbury ward have been such for over 100 years and the area is well known and loved for its vibrant tourist trade, the proposed flats have not been designated as affordable housing so are very unlikely to benefit locals (who are in need of homes) and the local community (museums, shops and restaurants) is reliant on visitors to this area. In conclusion, we can find no circumstances in which the council should be in favour of reducing the number of visitors that stay in Bloomsbury.

We feel this is a serious issue and our comments should be taken into account when meeting to discuss this application.

Yours Sincerely,

The Gower Street Hotel Association

The Staunton Hotel – 13 Gower Street
The Bloomsbury Palace Hotel – 29-31 Gower Street
Gower House Hotel – 57 Gower Street
The Jesmond Hotel – 63 Gower Street
The Ridgemount Hotel - 65-67 Gower Street
The Garth Hotel – 69 Gower Street
The Regency Hotel – 71 Gower Street
The Cavendish Hotel – 75 Gower Street
Arran House Hotel – 77 Gower Street
The Arosfa Hotel – 83 Gower Street