



7 Bleeding Heart Yard  
London EC1N 8SJ  
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11th April, 2018

Ms Laura Hazelton  
Planning Solutions Team  
London Borough of Camden

**Re: The Planned Development of 20-23 Greville Street and its impact on the businesses and the residents in Bleeding Heart Yard. Application Number:**  
PLANNING APPLICATION NO 2018/0910/P.

Dear Ms Hazelton,

I write in connection with the above planning application. I have examined the plans and I know the site well. I wish to object strongly to the development plan of 20-23 Greville Street by the infilling of the open space in Bleeding Heart Yard.

I am a business owner and trader in Bleeding Heart Yard. Hirschfelds Ltd have been in the jewellery business since 1875 and we have been situated in the Hatton Garden area since the 1920s. I am also a local resident who lives in Saffron Hill EC1.

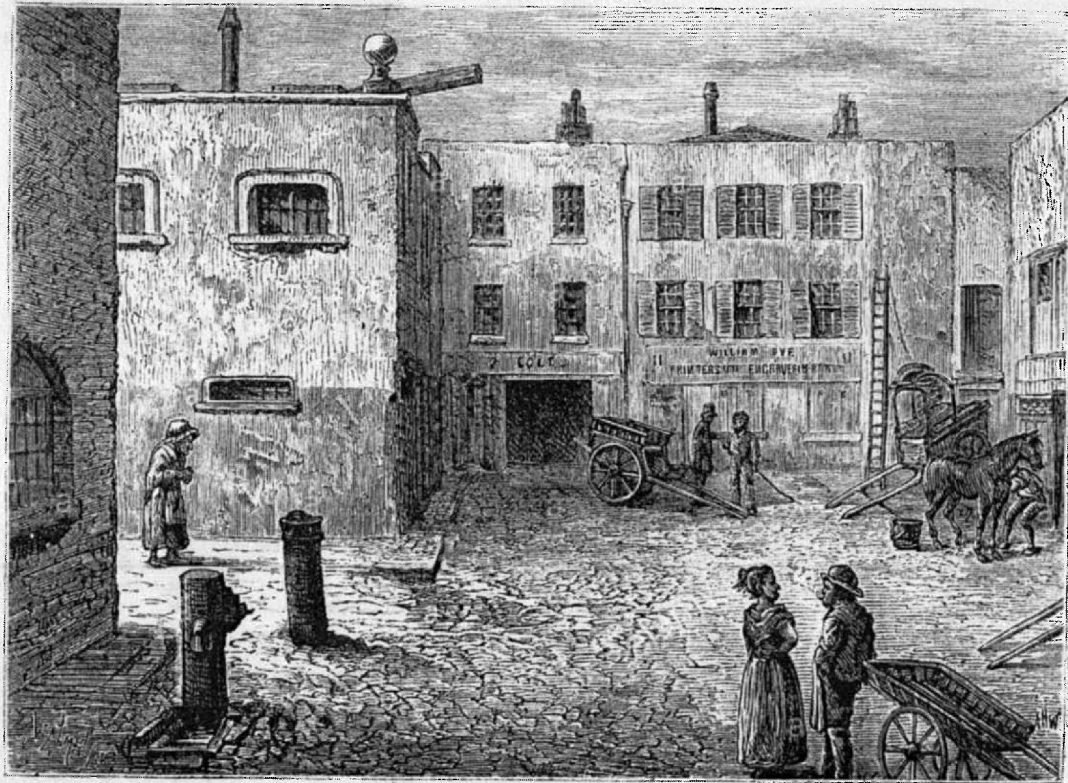
Bleeding Heart Yard is an historic yard in EC1 London and development proposals should be considered very carefully: infilling would ruin the character Bleeding Heart Yard while the development as planned would overwhelm it.

The protection of Bleeding Heart Yard's visual, historic and archaeological qualities is also supported by the Local Council and that permission should be refused for development of poor design that fails to take the opportunities available for improving the character and quality of an area and the way it functions.

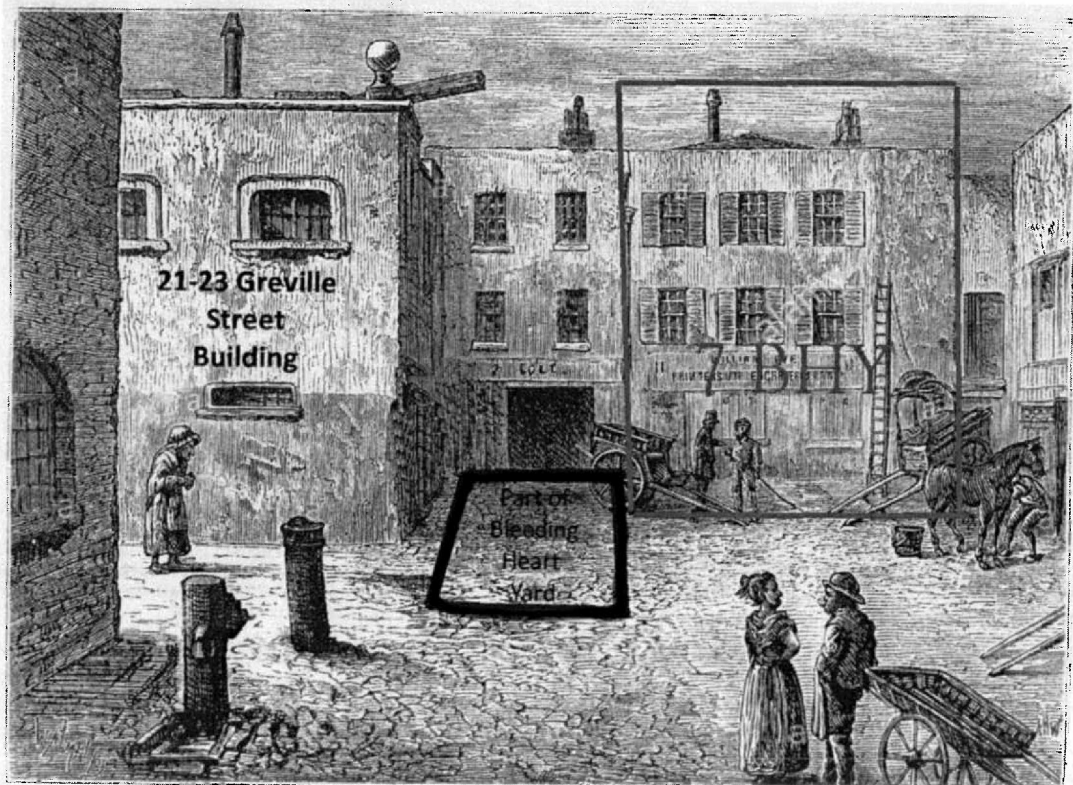
Pressure for development in this area is considerable. However, the reason for rejecting such a scheme also includes the inadequacy of the lane into the Yard apart from the main Greville Street to accommodate even small increases in traffic, and because any development would destroy the ancient boundaries of Bleeding Heart Yard. In addition, I am concerned that these plans would limit our opportunities to do business and impact directly on the few residents who live in Bleeding Heart Yard.

I was surprised to learn from a neighbour this week that plans have been submitted to Camden for the development of the building at 20-23 Greville Street which backs on to Bleeding Heart Yard. If constructed as proposed in the planning application, the existing building will be raised by two storeys and extended out to the edge of the pavement in both the Yard and the alleyway to increase the floor space of the building by more than 11,000 square feet with its main entrance on to the Yard.

The architectural character of the area has often been weakened by large office buildings designed without an appreciation of the Area's character.



BLEEDING HEART YARD.



BLEEDING HEART YARD.

The open space at the rear of **20-23 Greville Street** where the proposed building will be has always been part Bleeding Heart Yard.

This new building is likely to have a substantial impact on the character of Bleeding Heart Yard, currently designated an area of historic interest.

The Hatton Garden Conservation Area Appraisal and Management Strategy report states that *A notable characteristic of the seventeenth-century street pattern is the number of yards behind the main thoroughfares, a few of which still survive, including Hatton Place and Bleeding **Heart Yard**. **Bleeding Heart Yard** and Hatton Place are important as large yards that have survived from the seventeenth-century street plan. They depend on lower heights, irregularity of outline and a strong sense of enclosure for their effect.*

Most importantly it will have a dramatic impact on all those who work in and make their livelihoods in Bleeding Heart Yard.

There will be considerable disturbance during construction.

The building programme is estimated to take 18 months. The draft Construction Management Plan states working hours as 8am to 6pm weekdays and 8am to 1pm Saturday and proposes to close the eastern footway into Bleeding Heart Yard for the duration of the works and to effectively turn Bleeding Heart Yard into a building site.

There will be major piling works. Bleeding Heart Yard will become a loading bay for "suitable sized vehicles" which it defines as being up to 6m long.

It is therefore likely that for the 18 month period there will be a significantly increased volume of construction traffic in the Yard daily that is likely to be noisy and frustrating at best and disruptive to the various businesses in the Yard at worst, discouraging and often hampering the access of customers especially for our senior citizen and disabled customers; whether they may be visiting us for jewellery restoration or elsewhere for watch repairs, a family photographic session or a meal at one of the restaurants in the Yard .

There will be invasion of privacy for our offices. There will be loss of light into our south facing windows from the new upwards extension.

Most businesses and residents in the Yard would accept that the rear of the current building at 20-23 Greville Street does nothing to enhance the overall unique historic character of the Yard. The façade should be improved.

If any development takes place on the site, there is the potential for a new building to contribute to the historic, aesthetic and life of Bleeding Heart Yard.

However, it is difficult to see how the current proposal is a beneficial one and I believe that those who have made the Bleeding Heart Yard their home and workplace as well as those who use it regularly may want to think seriously about the effect that the current proposal will have on them and their environment.

There is therefore an opportunity to strengthen the character of Bleeding Heart Yard through careful design, paying attention to the articulation of the existing facades and roofs,

As with all other businesses in Bleeding Heart Yard, I have been disturbed that there was no canvassing of our opinions and that there is no evidence of any planning notice within the Yard.

I understand that the cut off for objections is April 12th, 2018.

Could you please register this letter as an objection to this planned development.

Yours faithfully



A D Hirschfeld