

The armoury of brochures that LabTech have at their disposal disguise the bald reality of the scheme: demolish 2 ugly buildings and replace with a tower block of offices. Minimal affordable housing is to be slapped on top of heritage buildings. Some heritage buildings are to be demolished and others built on and tweaked with 'references' to the heritage of the area. p27DAS.

References are superficial. Existing heritage buildings are priceless; under proposals they are swamped in the long shadow of inferior buildings.

Please:

- Reject these proposals in their entirety
- Reclaim these the sites these buildings are on
- Be brave enough to have a truly modern and modest scheme – big is not beautiful – just big
- Protect immediately the area's existing character – maintain its heritage buildings (33-41 New Oxford Street, 10-12 Museum Street and 16A-18 West Central Street)

Far from honouring the heritage of the place these proposals are opportunistic and parasitic and if allowed to be realised, will ruin their host.

LabTech may be replacing 2 ugly buildings, but it is with a Tower Block that undermines the heritage of the entire area. Crucially LabTech aim to replace heritage buildings that are part of this unique area.

Profile of owner of LabTech is in Wiki – please read the details

The long-term vision for prosperity should be one of conservation.

Labtech's vision is represented by this statement:

'Having assessed the limitations of the existing SH building, a new building of stature is to be expected given the rare opportunity to develop a site of this significance and strategic importance to the economic future of the borough. DAS Part1 p11

Translation of above – Conveniently existing car park and Travelodge are ugly, so we are going to push for this 'rare opportunity' to build a tower block on a prime piece of real estate in a distinctive area of London - money trumps all

This proposed tower block and demolition of heritage buildings is not 'to be expected' but rejected.

No. 33-41 New Oxford Street, 10-12 Museum Street and 16A-18 West Central Street are identified as 'positive contributors' in the Conservation Area Appraisal.' p25DAS

p23DAS states that 'Planning permission was previously granted for the West Central Street portion of the site..... Our proposals seek to improve on that consent through an alternative approach which delivers a significant amount of housing, including affordable housing'

Planning permission to alter these buildings was refused in 2014. The partial consent 2017 does not accept demolition but LabTech aim to 'improve on that consent' i.e., push for demolition.

Affordable Housing %, if properly stated as a % figure of the square meterage of the entire proposal, is a microscopic percentage not the disingenuously quoted 40%.

All West Central Street buildings should be kept in their entirety and not tampered with as they are part of a traditional and attractive block of buildings.

The, euphemistically termed 'courtyard' DAsp16 could be on any estate in any city in any country. It is cheap, uninspiring and unworthy of the site.

Please do not make it the legacy of Camden council to initiate the destruction of the unique and vulnerable area it has been loaned the responsibility to protect.

- build forward-looking modest homes on the car park and Travelodge sites - not on the heritage sites
- protect and maintain the threatened heritage buildings

I am sure if people were given the option, they would vote for the above and not for a tower block or for the demolition of existing and superior buildings.