

## Mohammed Ahmed

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**From:** Paul Murphy [REDACTED]  
**Sent:** 05 August 2021 16:05  
**To:** Planning Planning  
**Subject:** Development of Selkirk House Planning Ref 2021/2954/P  
**Attachments:** Firmdale Objection to Selkirk House Development.pdf

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Dear sir,

We attached our objection to the proposed redevelopment of Selkirk House. We understand we have missed the deadline for posting of on-line comment. Please ensure this is added to the already numerous responses you have received to date.

Many thanks

Paul Murphy  
On behalf of Firmdale Hotels (Covent Garden Hotel)



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Sir

Ref: Application No. 2021/2954/P

Firmdale Hotels on behalf of the Covent Garden Hotel would like to submit an objection to the proposed redevelopment of Selkirk House (the former Travelodge tower), 166 High Holborn.

Covent Garden Hotel is a 5 star establishment situated at 10 Monmouth St, in a prominent location on the north west side of the street. The hotel is a short walk from the development site.

Our principle objection is the height and bulk of the proposed development. The new tower appears to be some 7 or 8 floors taller than the existing building, which in itself is excessively tall. The footprint of the new building appears to be similar to the existing, but rises in a more monolithic form for many floors above the existing podium structure. This results in a building that is overbearing and unsympathetic to the surrounding low rise buildings.

We are concerned about the impact a development of this scale will have on the surrounding area during construction. We understand the programme of works will extend over 3-4 years, with the inevitable noise and disruption to traffic flow that this entails. Robust conditions need to be applied to any successful planning approval to minimise the effect this will have on the local businesses and community.

The removal of the existing Selkirk House is welcomed, but it should be replaced with a building that is more in scale with its neighbours and the area in general. Not by a development that is merely seeking the maximum return on investment, with little benefit for the local community.

We trust you will acknowledge our objection and consider the application accordingly.

Firmdale Hotels