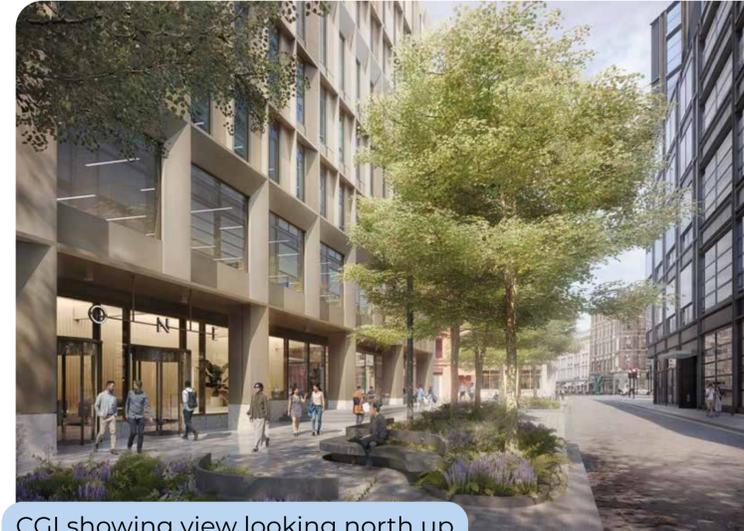


# WELCOME

## Welcome to Labtech's public exhibition for our revised proposals for One Museum Street.

Over the last few years, we have been talking to people and groups about our proposals for One Museum Street (also known as Selkirk House and formerly occupied by Travelodge). We heard that local residents and groups had concerns about the proposed height, the balance between homes and office space and a desire to see a sustainable scheme.

After submitting a planning application last year, we have now made significant amendments to the scheme to respond to the community's feedback. These boards show our updated proposals and our key commitments to our neighbours.



CGI showing view looking north up Museum Street

You can view this content online and let us know your comments by visiting our website:



[onemuseumstreet@londoncommunications.co.uk](mailto:onemuseumstreet@londoncommunications.co.uk)



0800 307 7975



[onemuseumstreet.com](http://onemuseumstreet.com)



South Molton Street, DSDHA

## WHO WE ARE

**Labtech** | Owner and applicant

**LABTECH**

LabTech connects millions of annual visitors to central London property in our Camden and West End asset hubs – delivering endless opportunities to shop, network and collaborate.

**DSDHA** | Lead architect

**DSDHA**

DSDHA is an architecture, urban design and spatial research studio, established by Deborah Saunt and David Hills. More than bricks and mortar, their projects are about people. They bring projects to life and design them to evolve after completion.

They have been awarded 19 RIBA Awards, have twice been nominated for the European Union Prize for Contemporary Architecture – Mies van der Rohe Award, and have also been shortlisted for the RIBA Stirling Prize.

**Scotch Partners** | Sustainability consultants

**ScotchPartners**

Scotch Partners are a London based design consultancy offering expertise in sustainability. We believe that sustainable and efficient design engineering delivers the highest quality buildings and internal environments.

33–35 Piccadilly, DSDHA



Planning  
Consultants



Transport  
Consultants

ARUP

Project  
Manager

GT GARDINER  
& THEOBALD

Engineers

MEINHARDT

Communications  
and Engagement

LONDON  
COMMUNICATIONS  
AGENCY

# THE SITE — SELKIRK HOUSE

**The One Museum Street site is bounded by High Holborn to the south, Museum Street to the east and New Oxford Street to the north with the rear of the properties fronting Grape Street forming the western boundary.**

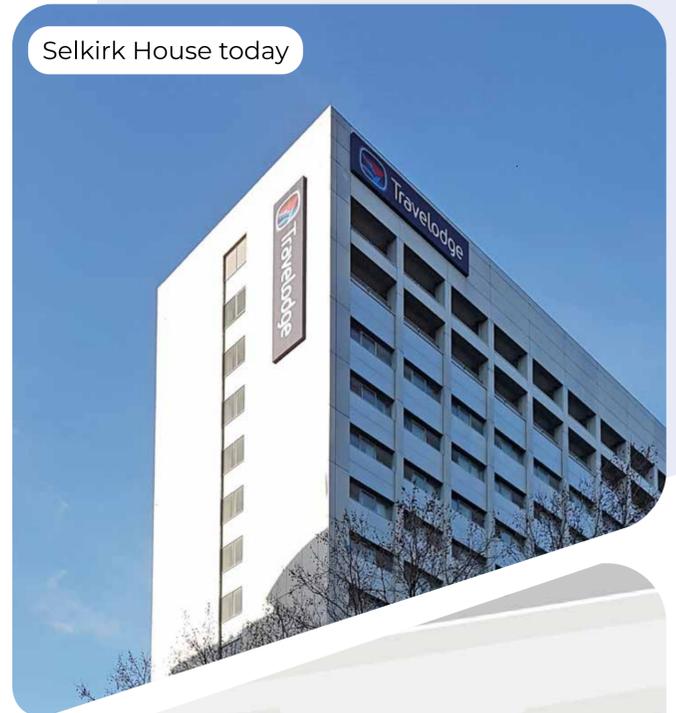
West Central Street dissects the site and separates out the existing Selkirk House from the New Oxford Street / West Central Street block (known as 'The West Central Street buildings').

Selkirk House is ground plus 16-storeys in height and is predominantly occupied by the former Travelodge building with a closed NCP car park set across the basement to second floor level.

It was originally built in the 1960's and served as office space until it was converted to a hotel in 2004. The top two floors housed residential apartments, which became serviced apartments when Travelodge converted the building.

The Travelodge acted as overspill to the other Travelodge hotel located over the road at High Holborn. The hotel closed during the pandemic in 2020 and Selkirk House is now vacant, and largely in a poor state internally.

The design of the building is outdated, especially at the ground floor where the lack of active frontages on High Holborn and the prominence of the car park means the surrounding area offers a poor pedestrian experience and attracts anti-social behaviour.



Selkirk House today



The existing ground floor plan of the site



The streets around Selkirk House suffer from anti-social behaviour



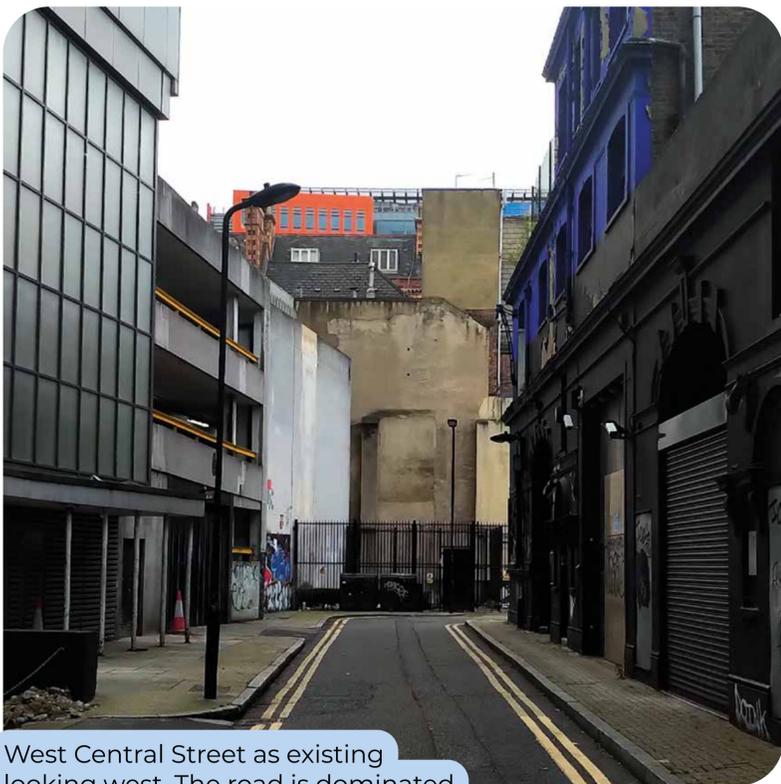
# THE SITE – WEST CENTRAL STREET

**The West Central Street buildings are predominantly in retail use at ground floor level fronting New Oxford Street.**

The basement, first and second floors of No. 39 – 41 are in office use with the upper floors of 35 – 37 being in residential use. No's 16a, 16b and 18 West Central Street were previously in use as a nightclub at basement level with offices above although this section of the block is currently vacant.

Much like the area around Selkirk House, West Central Street attracts lots of anti-social behaviour, including drug use, which puts off ordinary members of the public from walking through it. This effect is worsened by the inactive and uneven frontages, which are in a poor condition on both West Central and New Oxford Street. In particular, the historic façades on New Oxford Street are in a state of disrepair and require restoration.

Previous planning permission was granted on West Central Street for a part refurbishment, part new building development comprising 19 homes alongside ground floor shops, café and workspaces.



West Central Street as existing looking west. The road is dominated by the Selkirk House car park to the left



West Central Street at present attracts anti-social behaviour

View of the site from Coptic Street, with the New Oxford Street buildings in the foreground and Selkirk House behind



# THE STORY SO FAR

**Over the last few years, we have been talking to local people about our ideas for an office-led mixed-use development, to replace the outdated Selkirk House and improve the surrounding streets. We want to provide new homes, shops, office space and a public pedestrian route linking West Central Street with High Holborn.**

In 2020 and 2021 we consulted with the community on our initial plans, with a digital survey, stakeholder meetings and online consultation events while the Covid-19 pandemic was ongoing. We submitted our proposals in a planning application to the London Borough of Camden in Summer 2021.

Some local residents and groups raised concerns about the proposals in our planning application.

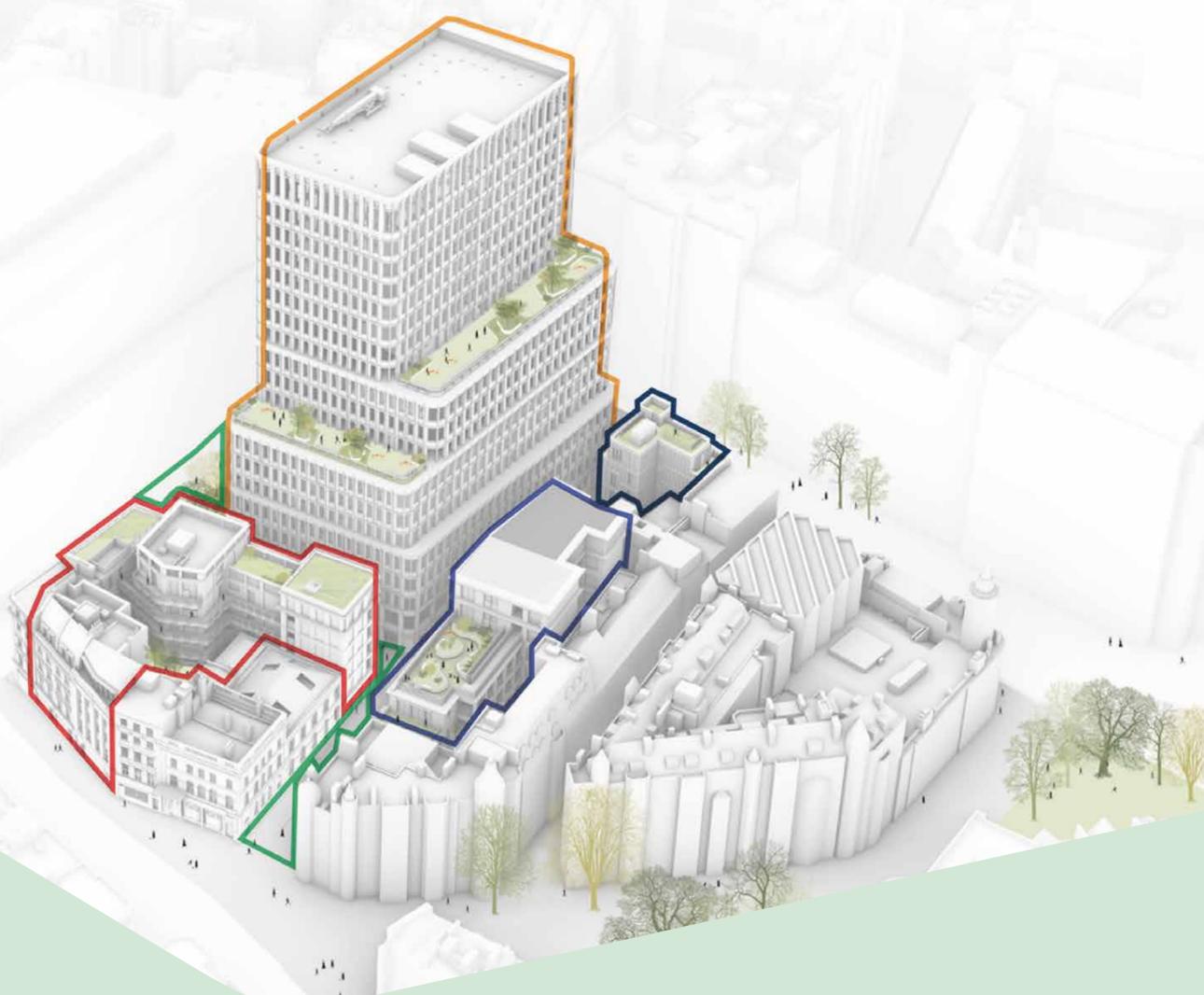
## THE KEY CONCERNS WE HEARD WERE:

1. The proposed new building is too tall and will impact key views around the area.
2. The balance between office space and homes should be altered to provide more homes, particularly affordable homes.
3. The scheme should be sustainable and be net zero carbon enabled.
4. The new public space should be well-managed and kept secure, especially Vine Lane.

Over the last year we have been working hard with our project team and the London Borough of Camden to respond to the above. The next board shows our updated proposals and some key commitments we're making as a result of the feedback and comments.

Axonometric view of the proposals from the north west, showing the four main components of the proposals

- One Museum Street
- Vine Lane block
- High Holborn block
- West Central Street buildings
- Public Realm Improvements



# CHANGES IN RESPONSE TO FEEDBACK

**Since last year, we have worked hard to amend our proposals in response to feedback. The changes we have made are to:**

- Reduce the height of the proposed building by 2 storeys and 6 metres.
- Increase the number of new homes. We are now proposing 48 homes, 50% of which will be affordable (by floorspace). Our scheme last year included 29 homes, 40% of which were affordable.
- Use a circular economy strategy to reuse at least 95% of all materials from the existing building in some way, rather than let them go to waste, and aim for the new building to be net zero carbon enabled.
- Improve the pedestrian experience on Museum Street and High Holborn with a more generous colonnade to the new building.

CGI showing view from Museum Street looking towards West Central Street



# MORE AFFORDABLE HOUSING FOR CAMDEN

**A significant increase in the number of new homes, with 50% of the new homes now affordable.**

Our previous proposals included 29 homes, provided with a mix of one, two, three and five bedrooms and 40% affordable on site.

We heard from local residents and Camden that they would like to see a greater number of homes delivered here, particularly in light of London's current housing shortage.

We are now proposing to convert the entire Vine Lane block from office to residential, re-providing the lost residential floorspace from Selkirk House as well as providing additional homes on site. Under these new proposals, Vine Lane will now deliver 19 homes for market sale, in addition to the new homes in the West Central Street and High Holborn buildings.

This will allow us to provide **48 homes overall, 50% of which will be affordable** (by floorspace).

## WHAT DO WE MEAN BY AFFORDABLE HOUSING?

The affordable housing in our proposals will be provided as two different types:

- **Intermediate (10 homes):** Intermediate homes are to buy at below market levels, and in this case will be for purchase via shared ownership.
- **Low Cost Rent (9 homes):** These homes will be operated by a Registered Provider, like a Housing Association, and will be let out at a maximum of 80% of the market rate.

This is in line with Camden Council's policy that affordable homes should be provided at a 60:40 split between intermediate and low cost rent.



The new homes will be spread across three buildings, shown above



CGI showing the proposed residential building viewed from High Holborn



CGI showing the proposed amenity space for the new homes part of the West Central Street buildings

# IMPROVED PUBLIC SPACES

**Our proposals provides a unique opportunity to greatly improve and upgrade the public spaces around the site.**

At present, the southern portion of Museum Street, High Holborn and West Central Street are unwelcoming and unattractive. They do not provide a pleasant experience for pedestrians and offer very little greenery or places to sit. The areas around the existing car park are the target of anti-social behaviour.

Our proposals will create a new public space at the southern end of Museum Street, with new seating, trees and planting in front of new shops on the ground floor of the new building.

West Central Street will be transformed from an underused and neglected backroad into a pleasant public space. A new pedestrian public route through to High Holborn, which we call Vine Lane, will be introduced and will include a pocket park.

We have also worked hard to further improve the pedestrian experience along Museum Street with a more generous colonnade to the One Museum Street building together with existing and proposed tree canopies, seating and a café spill out area.

We know local people have concerns about anti-social behaviour around the existing buildings, and these new active ground floor uses will improve safety and security, along with security associated with the new office building.

Curved recessed entrances and projecting bays along Museum Street and High Holborn will further improve the experience for those walking around the One Museum Street building.

CGI showing view of Vine Lane looking south



The four proposed public spaces

- Museum Street
- Vine Lane
- West Central Street
- High Holborn

# A SUSTAINABLE APPROACH

The proposals will aim to reduce energy demand and CO2 emissions as far as practicable, with the overall aim to be Net Zero Carbon-enabled through seeking a zero-carbon balance.

The project is registered as a LETI 'Pioneer Project' – a network actively working towards shaping Net Zero Carbon buildings and currently the only one of this scale. Measures we are introducing include fossil-fuel free heating from day one, and solar shading of the façade, with the aim to meet or exceed a BREEAM Excellent rating.

We will also adopt a circular economy strategy whereby existing materials and components are kept in use for as long as possible, rather than being discarded for landfill. At present the industry recycles or reuses circa 95% of materials in some way. We aim to better this, including via the retention of the basement structure.



CGI showing the residential roof terrace in the Vine Lane building, on the fourth floor

## RETAINED VS NEW: A COMPARISON

Sustainability indicator	One Museum Street: Retained	One Museum Street: New
<b>Reuse existing structures to reduce embodied carbon</b>	Partial – Only the structural frame would be safe and appropriate for reuse, plus parts of the basement	Partial – parts of the basement
<b>Sustainable drainage systems to manage rainwater runoff</b>	No – not feasible	Yes – blue roofs are proposed
<b>Energy efficiency towards Net Zero Carbon</b>	Enhancement to good practice	Beyond best practice. A Net Zero Carbon 'Pioneer' project
<b>Natural ventilation to reduce overheating risk and reduce energy demand</b>	No – not feasible	Yes – openable ventilation panels
<b>Daylighting to improve occupant wellbeing and reduce energy demand</b>	Limited	Maximised
<b>Urban greening and biodiversity net gain</b>	Limited	Maximised
<b>Transport emissions</b>	High – retained car park encourages car use	Low – car free development

## THE CONSTRAINTS OF SELKIRK HOUSE AND THE CASE FOR DEMOLITION

Where possible, we have sought to refurbish existing buildings and are retaining parts of the Selkirk House basement, and the buildings at 10 – 12 Museum Street and 35 – 41 New Oxford Street.

**However many parts of Selkirk House are completely unsuitable for refurbishment or repurposing:**

- Full demolition of the car park would be required, as the ramped slabs built to suit vehicles cannot be readily adapted for any other purpose.
- The existing Selkirk House has particularly low floor to ceiling heights compared to current market expectations, making them a long way off best practice.
- The building has irregular column spacing which is not adaptable or competitive in the modern office market.
- Furthermore, refurbishment of the former Travelodge tower significantly restricts the opportunity to deliver wider public realm enhancements, including the new public route through the site.

## OUR COMMITMENTS



Retaining parts of the existing building structure where feasible to do so

Applying the principles of a Circular Economy to reuse and repurpose what we can onsite or locally offsite



Interrogation and careful selection of new materials and products

Explore opportunities to offset carbon, potentially through carbon sequestration



# OUR PROPOSALS AT-A-GLANCE

## OVERALL, OUR REVISED PROPOSALS ARE TO:



**Redevelop the vacant, outdated Selkirk House with a high-quality office building**, that will boast cutting edge sustainability credentials, making it one of the most environmentally friendly buildings in London.



**Provide 48 homes for Camden**, at least half of which will be affordable.



**Renovate historic buildings in the West Central Street block**, which are currently vacant and in poor condition, to provide new housing.

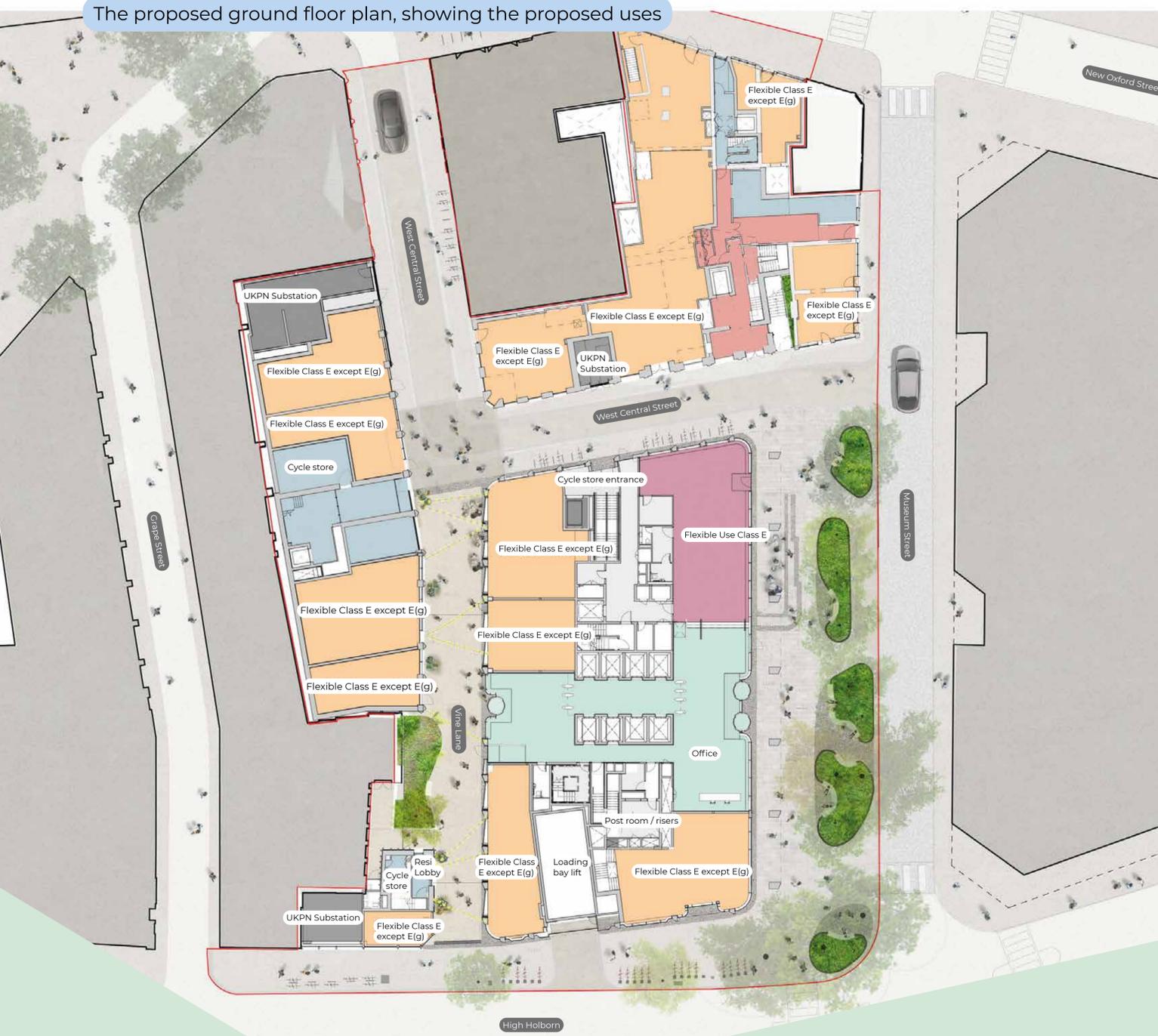


**Transform the public spaces around Museum Street**, West Central Street and High Holborn, which are currently unwelcoming and attract anti-social behaviour, with new seating, planting and trees.



**Create a new pedestrian route from West Central Street through to High Holborn**, called Vine Lane, and a pocket park.

The proposed ground floor plan, showing the proposed uses



- Office Lobby Class E
- Flexible Use Class E
- Residential – Shared Tenure
- Residential – Social Rent
- Residential – Market Sales
- Plant / Substation
- Flexible Class E

# MANAGEMENT AND SERVICING

**We want to ensure that the public spaces around the new building are kept in top condition. This means we will manage Vine Lane to ensure it does not suffer from anti-social behaviour, and plan the servicing of the new building so it does not disrupt our neighbours.**

## MANAGEMENT OF VINE LANE

Feedback to date on Vine Lane has been supportive of the new connectivity and pedestrian route, but there are some concerns about anti-social behaviour. It is of course important to Labtech that this is avoided, and we will have security and active surveillance from the shops and office entrance to discourage such activity.

## SERVICING

The new office building will be serviced from a loading bay at the south of the site on High Holborn, as shown on the map below. Deliveries will be consolidated to minimise the numbers of vehicles.

Waste from the internal buildings will be stored in internal bin stores within the buildings, and only taken out onto the street at collection times.



The proposed route for servicing vehicles along High Holborn



CGI showing view looking north up Vine Lane



CGI showing the proposed loading bay on High Holborn



# KEY VIEWS



**Submitted:** CGI from Endell Street / High Holborn



**Revised:** CGI from Endell Street / High Holborn



**Submitted:** CGI from Coptic Street / New Oxford Street



**Revised:** CGI from Coptic Street / New Oxford Street

## Key

- - - - Existing outline
- - - - Submitted outline

# BENEFITS & NEXT STEPS

Aside from the new homes and public spaces, these proposals will provide benefits for all of Bloomsbury with new jobs and employment created by building.

Significant contributions will also be made to support local services and infrastructure, for example through the Community Infrastructure Levy (CIL).

## CONSTRUCTION BENEFITS

**Direct Construction Employment**  
(per annum over 3.25 year build)  
**c.435 jobs**

**Indirect and induced employment**  
(per annum over 3.25 year build)  
**c.740 jobs**

**Indirect GVA**  
(over 3.25 years)  
**up to £295m**



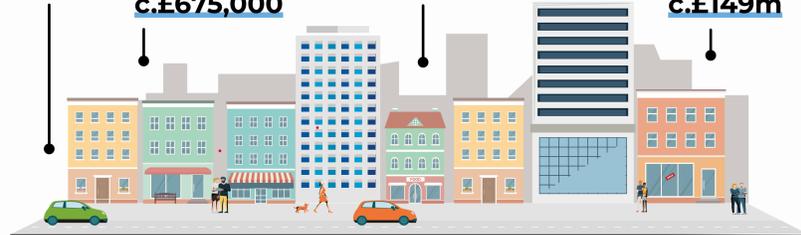
## OPERATIONAL BENEFITS

**Direct Employment**  
**c.1,610 jobs**

**Resident Expenditure**  
(per annum)  
**c.£675,000**

**Indirect Employment**  
**c.467 jobs**

**Economic Output (GVA)**  
(per annum)  
**c.£149m**



## FISCAL BENEFITS

**Council Tax**  
(per annum)  
**c.£78,000**

**Business Rates**  
(per annum)  
**c.£15m**

**Camden Community Infrastructure Levy**  
**c.£900,000**

**New Homes Bonus**  
(over four year period)  
**c.350,000**

**Mayoral Community Infrastructure Levy**  
**c.£1.4m**



*The figures above are subject to final calculations.*

Thank you for attending our public exhibition. You can leave your feedback using one of the comments cards provided.

All the information in these boards is available on our website, as well as a digital 3D model of the proposed scheme.

These revised proposals will be submitted to LB Camden as an addendum to the existing planning application. You can view the application and comment on it by visit Camden's planning portal and searching the reference number: **2021/2954/P**.

## INDICATIVE TIMELINE



CGI showing the proposed scheme viewed from Bloomsbury Way

## GET IN TOUCH

You can also get in touch with the team via email, freephone or through our website:



**onemuseumstreet@londoncommunications.co.uk**



**0800 307 7975**



**onemuseumstreet.com**