

LabTech are the the developers behind the One Museum Street project, whose plans state that **92% of the floorspace built will be offices and commercial and only 8% housing**. Despite the colossal site, this would only actually include **29 homes (they should be offering 50) and only 6 would be social housing**.

This leaflet is coming from a new cross community coalition (Save Museum Street) made up of the following organisations and individuals:

- The Bloomsbury Association
 - The Covent Garden Community Association
 - The Covent Garden Area Trust
 - The Seven Dials Trust
 - Save Bloomsbury
 - Bloomsbury Conservation Area Advisory Committee
 - The Soho Society
 - Leicester Square Association
 - South Bloomsbury Tenants' & Residents' Association
 - Tavistock Chambers Residents' Association
 - Grape Street Residents
 - Drury Lane Residents
 - Willoughby Street Residents' Association
- And numerous local businesses

We're pulling together to protect the interests of the entire community and make sure we see **a fair, rigorous and inclusive chance to feed into this project**. We want to see something done with this site that has been empty for so long but **we want a solution that benefits everyone**.

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WILL YOU JOIN US?

We can achieve our goals if we all make plain to the developers and to Camden Council that the current proposals are unacceptable. You can do that by:

1. **Joining our campaign**. Contact SaveMuseumStreet@CoventGarden.org.uk or 0207 836 5555 for details on how you can take part or use [#SaveMuseumStreet](#) on socials
2. **Writing to the head of Camden Council (Councillor Georgia Gould-georgia.gould@camden.gov.uk)** saying you support our campaign and as a citizen of London you find the current proposal completely unacceptable.

[#SaveMuseumStreet](#)

You don't need to commit any time or resources to be involved, we appreciate whatever you can do.

ALERT: SAVE MUSEUM STREET

After the hardest year our community has ever faced, we are now being threatened by a proposed 21 storey office building towering over 80 metres above street level. This tower block will be 70% the height of Centre Point, containing 251,400sq ft of office space (a 3,700% increase) and only provide 12 'affordable' homes (only 6 of which would be social housing.)



Image source: DSDHA Architects



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A view that the developers don't provide, the view from Coptic street

OUR MAIN CONCERNS

- After months of community organising, LabTech have refused to meaningfully engage with the community on the building. In a completely audacious move, they refused to make any changes to the most vital issues (height, housing & sustainability) and offered the Save Museum Group 'input' on the gardening.
- This project will overshadow numerous listed buildings in the area, damaging the visual quality of the neighbouring four Conservation Areas. The new tower would also affect many protected views. After months of requests, the developers are refusing to extend their visual impact assessment to clarify this matter.

- Instead of refurbishing and improving the existing building Labtech are planning to demolish the entire existing structure. This is a catastrophic proposal in terms of sustainability, the physical environment and a big demolition will be incredibly disruptive.
- The assumption that things will return to 'normal' after the worst of the pandemic passes is unfounded. Latest figures predict that only 2/5 of the 2019 level of Central London workers are likely to return to offices, with most to continue home working. What is the economic argument to build yet more offices when we are already overrun with so many empty buildings?

GET INVOLVED

We want to hear your thoughts and feedback. The more of us that get involved, the stronger we will be, and the Council and developers cannot ignore us.

We are sending a simple message to the Council and developers:

This development, in its current form, is extremely damaging for this unique part of Central London and our community and should not receive planning permission

The planning process must be stopped to give people the democratic right to have a say in what happens to our neighbourhood. We invited the developers and Camden to join with the local community to develop a new brief for the site and to work together to design a long term sustainable and economic development. They refused.

The new design brief should:

- Repurpose the existing building sustainably
- Preserve protected views - no tower blocks
- Have substantially more housing (at least half of which should be social housing)
- Create public open space and commercial facilities that genuinely benefit the whole community rather than the preferences and pockets of Lab Tech developers.