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**From:** Alex Kresovic  
**Sent:** 07 May 2024 16:49  
**To:** Planning  
**Subject:** FW: Soho Housing Association ref : 2024/0993/P and 2024/1005/L

[REDACTED]

[REDACTED]

[REDACTED]

Web: [camden.gov.uk](https://camden.gov.uk)

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[REDACTED]  
**Sent:** Tuesday, May 7, 2024 9:05 AM

[REDACTED]  
**Subject:** FW: Soho Housing Association ref : 2024/0993/P and 2024/1005/L

[REDACTED]

Telephone: 5648

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**From:** John Wallace [REDACTED]  
**Sent:** 05 May 2024 22:01  
**To:** Planning [REDACTED]  
**Cc:** [REDACTED]  
**Subject:** Soho Housing Association ref : 2024/0993/P and 2024/1005/L

[REDACTED]

Good evening

On behalf of Soho Housing Association, I would like to register objections to the above two referenced applications.

As both a landlord to the many residents in the area and as a major property owner, we strongly object to the proposals relating to the redevelopment of the Odeon cinema in Shaftsbury Avenue.

The scale of the proposed development, the density of proposed uses and the destruction of character and proportions of the existing building, as well as the loss of an important and unspoilt amenity of the existing theatre building, would be a significant and sad loss to the immediate area, the West End and to London.

In addition, the increased disturbance and loss of amenity to all residents in the surrounding area, would result in a further erosion of 'community' and would detrimentally impact on the balance between living the area and the ever increasing stamp of commercial and licenced premises, disrupting what is already a challenging balance of life and work in the area.

As a significant landlord in the area, the very least we would expect is some level of engagement and consultation from a developer on the impact of a proposed scheme, yet we have not received any communication or contact with the offer to consult.

The proposed development is both incongruous in both design and scale and inappropriate and excessive in the proposed uses.

We strongly object to both applications, referred to above and would ask that consent is refused.

Kind regards

**John Wallace**  
**Commercial Director**

[john@soholimited.com](mailto:john@soholimited.com)



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