
From: Martin Deutz [REDACTED]
Sent: 04 May 2024 12:41
To: Planning
Cc: CGCA Planning; David North
Subject: Planning applications 2024/1005/L and 2024/0993/P: 135-149 Shaftesbury Avenue London WC2H 8AH

[REDACTED]

Dear Camden planning team

I live near Charing Cross and spend a great deal of my time in the vicinity of the site in question. I care deeply about our urban environment and the impacts of commercial development on the lives of those who live in central London.

I am writing to object to the above.

My reasons are as follows:

1. This proposal does not respect the heritage and aesthetic value of the existing, listed building. The existing building is highly distinctive and historic. It manages to be both imposing by virtue of its design and massing, and yet fitting to the area in terms of its scale. The scale and design proposed by the applicant would dwarf the existing building, fatally compromising its proportions. The redevelopment would also remove important all the remaining internal theatre features. All that would be left is a gutted facade which would deprive this important piece of architecture of all meaning.
2. the height of the proposed design is excessive because it would overshadow the homes of local residents, the St Giles playground and the Phoenix Gardens. Being to the south of them, it would deprive them of sunlight. It would also be seriously out of scale relative to the adjacent seven dials and Denmark Street conservation areas.
3. An hotel on this site would harm the residential amenity of people living to the rear of the building due to deliveries/collections. The streets are narrow and difficult to negotiate at the best of times, especially for larger vehicles. Harm to amenity be take the form of: congestion; noise from vehicles and from the processes of delivery and collection; air pollution from the vehicles. The more upmarket the hotel, the worse this would be.
4. Using this site as an hotel would impair the area's delicate mixed-use nature. The introduction of another large hotel into the neighbourhood would add to the already intense footfall in the area, making the side-streets even more congested, and harming the character of the residential community behind the building and of Seven Dials to the south.
5. The present cinema is a valued local cultural amenity, highly unusual for the centre of London. Its loss would be keenly felt - not just by people in the immediate vicinity but also by people who work nearby and by those of us in the wider central area. It is our local cinema. As such, it is an inherent part of the mixed ecology of the area and its disappearance would harm the nature of the neighbourhood. The proposal for a small cabaret space deep in the basement in no way continues the substantive use of the site as a place of entertainment for the public.

Martin Deutz
1/27 Craven Street
WC2N 5NT