

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

I am writing to express concern around the plans to build on top of the Saville Theatre (currently The Odeon) on Shaftesbury Avenue. I work on Shaftesbury Avenue, just a few doors down from the theatre, and I enjoy spending time at Phoenix Gardens at lunch times. The company I work for hires the garden for its summer staff party - it's a lovely space. I'm concerned that building on top of the theatre will significantly impact the garden by blocking light.

Further, I agree with views expressed in an article in The Stage newspaper on the nature of the redevelopment. Whilst I'd love to see the building be a theatre again, it seems as though the developers are prioritising the commercial development of a hotel and hospitality areas over the theatre space.

Thank you,
Steven Tagg

Dear Sir/ Madam,

This submission of OBJECTION to the above mentioned Planning Applications is made on behalf of the South Bloomsbury Tenants & Residents Association (SBTRA).

The Seven Dials and Denmark Street conservation areas, along with those of Bloomsbury and Covent Garden, form an integrated urban backdrop to the daily lives of thousands of local residents. The low rise and human quality of the St Giles churchyard, St Martin's Lane, Denmark Street and Phoenix Gardens area plays a vital role in providing a counterbalance to the dominant high rise developments of Centre Point and the Central St.Giles Court towers.

These application represent a threat to this balance and the SBTRA, along with our close neighbours, looks to Camden Council to protect this sensitive environment from harmful and damaging redevelopments such as that proposed.

It is also disappointing that this latest developer for the site has not taken due heed of the Inspector's comments in his 2020 Appeal Decision against the previous application.

Our OBJECTIONS to these proposals are summarised as follows:

1. The proposals will cause severe harm to the sensitive environment of the Phoenix Community Garden. The height and mass of the proposed six storey 'overbuild structure' will take away daylight and sunlight away from the gardens and surrounding area, only to be replaced by a blank and overbearing building facade.
2. In reality, these proposals represent the near total demolition of the existing listed cinema building and replacing it with a new building of double the built volume. The 'facade retention' approach being adopted by the developer will reduce the listed building to mere 'wallpaper' and in so doing totally destroy its character and integrity.
3. The viability of the proposed 400 seat underground theatre space for Cirque du Soleil type shows is questioned. There is no evidence that this use will be maintained on a permanent basis and should not be used as a planning justification for such a harmful development.
4. This development will cause serious damage to the proportions of the listed building externally and also result in the complete destruction of all the listed interiors.
5. We object to the potential loss of this fine Art Deco cinema, which with care and commitment could once again be a very successful and profitable venue. The fact Yoo Capital can 'trump' preferable and beneficial options with its unmatched financial resources, should not be viewed as a correct planning solution,
6. The developers insensitive, destructive and unsustainable approach is counter to planning guidelines where the preservation of existing building fabric is an intrinsic part of sustainable development.
7. We object to Camden Councils support for new hotel developments such as this and of those 'subterranean' hotels recently approved by the Council at the Brunswick Centre and in Great Russell Streetwhile at the same time encouraging the demolition of existing sound hotel accommodation in Museum Street.

The South Bloomsbury Tenants & Residents Association strongly objects to these proposals and asks the Council to REFUSE both applications.

John Cole
On behalf of the SBTRA