

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/0993/P	Nic Shore	06/05/2024 16:36:52	INT	<p>We are losing our history, why people visit, slowly being taken over, becoming just like any other cities. Change is necessary, to a degree, but seems demolition cheaper than restoring what exists. Nearby Soho Square? Centrepont..Unable to find out facts</p> <p>Given various questions, confusing</p> <p>I said interested party, which I certainly am</p>

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2024/0993/P	MARK O'THOMAS	06/05/2024 15:17:11	SUPPRT	Dear Planning Officer,

Re: Support for Yoo Capital's Redevelopment of the Saville Theatre

I write to you as the CEO and Principal of the London Academy of Music & Dramatic Art (LAMDA), one of the leading institutions in performing arts education and the world's oldest existing drama schools. Our commitment at LAMDA to nurturing talent and enriching our cultural landscape finds a strong resonance with the proposed redevelopment of the historic Saville Theatre by Yoo Capital in partnership with Cirque du Soleil.

The Saville Theatre, since its inception in 1931, has been a beacon of artistic excellence. Its transformation in 1970 marked a significant moment in theatre history, catalysing movements to preserve London's theatrical heritage. The current redevelopment proposal honours this past while envisioning a future that blends heritage with innovative, modern entertainment spaces.

This project, conceived with an understanding of the integral role theatres play in the socio-economic and cultural fabric of the community, promises to deliver substantial benefits.

- The reintroduction of a modernised theatre will provide a state-of-the-art venue for productions, accommodating a versatile range of performance types while ensuring audience comfort.
- The integration with hotel and restaurant spaces aims to enhance the West End experience, making the arts more accessible and fostering a vibrant community hub.
- Commitments to provide free and discounted tickets, educational programmes, and local employment opportunities will foster community engagement and economic growth, projected to generate £12.6m in Gross Annual Value Added and support over a hundred permanent jobs.

Moreover, the design prioritises inclusivity and sustainability, aligning with modern standards of accessibility and public responsibility. This redevelopment not only promises to enrich the cultural landscape but also to stimulate the local economy by attracting both theatre-goers and tourists, thereby increasing the potential for linked trip expenditures significantly.

As someone deeply invested in the future of London's theatrical scene, I strongly support this visionary project, recognising its potential to once again make the Saville Theatre a landmark destination for both Londoners and visitors from around the world. It is a beacon of historical reverence and forward-thinking innovation—a dual legacy that this redevelopment project will undoubtedly perpetuate.

I urge the Camden Council to support this transformative initiative, which will significantly contribute to the cultural and economic vitality of our beloved city.

Thank you for considering this endorsement.

Best wishes,

Professor Mark O'Thomas
CEO and Principal, London Academy of Music & Dramatic Art (LAMDA)

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2024/0993/P	Louis	09/05/2024 21:36:03	SUPPRT	I support this regeneration project
2024/0993/P	Louis	09/05/2024 21:36:03	SUPPRT	I support this regeneration project
2024/0993/P	Simon Oliver	09/05/2024 16:19:29	OBJ	<p>This art deco property is very scarce in London and as you have already considered a development programme for it some years ago what has brought about this colossal change?</p> <p>I would like to know who the investment company is and where the money has come from. We have all realised that allowing the Russians to invest in London very freely was a mistake.</p> <p>The whole aspect of this area will be destroyed with this monstrous building and depriving the area of a cinema. It is likely there will be a considerable amount of disruption in the early hours of the morning if it is allowed to go through. I live approximately 200 yards from this building. Not only is it going to be a hideous sight above ground but why does it need to go 4 floors below.</p> <p>There is a village community and spirit within Covent Garden and it seems to me that this negates this spirit and there is plenty of space for entertainment as it is.</p>
2024/0993/P	Charlotte Kristensen	09/05/2024 23:53:59	COMMNT	<p>The project will also bring thousands more visitors to Central London, supporting local businesses in the Covent Garden, Soho and Chinatown area.</p> <p>The project will also bring</p> <ul style="list-style-type: none"> ? 125 permanent full time jobs ? £12.6m Gross Annual Value Added generated within the Greater London Economy ? £23m potential linked trip spend by theatre goers per annum... Supporting hospitality businesses in the area

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2024/0993/P	Samuel Luke Murdoch MCGOWAN	09/05/2024 16:16:33	SUPPRT	<p>I am writing to express my enthusiastic support for the redevelopment of the Saville Theatre on Shaftesbury Avenue. As a Camden local, I strongly believe that this project holds immense potential to revitalize our community and contribute to the cultural vibrancy of our neighborhood.</p> <p>The Saville Theatre has a rich history as a landmark venue for the performing arts, and its restoration and redevelopment represent an exciting opportunity to breathe new life into this iconic space. By preserving its historic charm while modernizing its facilities, the redevelopment project has the potential to attract top-tier talent and productions, enhancing Camden's reputation as a hub for creativity and entertainment.</p> <p>Furthermore, the revitalization of the Saville Theatre aligns perfectly with our community's values of preserving our heritage and fostering cultural enrichment. It will provide local residents with access to world-class performances and cultural events, serving as a gathering place for people of all backgrounds to come together and celebrate the arts.</p> <p>In addition to its cultural significance, the redevelopment of the Saville Theatre holds promise for driving economic growth and creating job opportunities in our area. A thriving arts scene not only attracts visitors and tourists but also supports local businesses, from restaurants and cafes to shops and hotels, thereby stimulating economic activity and benefiting the entire community.</p> <p>I wholeheartedly endorse the efforts to revitalize the Saville Theatre and urge you to support this important project. By investing in the arts and preserving our cultural heritage, we can ensure a brighter future for Camden and create a legacy that will be cherished for generations to come.</p> <p>Thank you for your attention to this matter, and please do not hesitate to reach out if you require any further information or assistance.</p>
2024/0993/P	Judy Bellord	04/05/2024 23:35:26	PETITNOBJE	<p>I have worked and socialised in the Denmark Street area for many years and was there at the beginning of the Phoenix Garden Project in 1982. I have seen it grow from a fly tipping area to a beautiful green space and am therefore against the plan to extend the roof of the Odeon. It will not only deprive the garden of much needed light but the residents and workers of the area a quiet space in the sunlight, a respite from the mayhem around us.</p> <p>In these times of mental health awareness, it is crucial that the Phoenix Garden is protected as is. The building is also listed and going by what has been done to the area in the last ten years, the roof extension will not be sympathetic.</p>
2024/0993/P	Jack Youdan	07/05/2024 12:18:17	SUPPRT	<p>I am writing in favour of the development of The Savile Theatre. A beautiful restoration project that will bring life back to a beautiful area of Shaftesbury Avenue. The project will highlight the area even more especially as it's partnered with Cirque de Solei and the stylish Incipio Group. Plus the extra jobs and traction the theatre will bring to London and Covent Garden.</p>
2024/0993/P	Lizzie	09/05/2024 16:33:39	COMMNT	<p>The community love the garden and it gives us a resting space from the city.</p>
2024/0993/P	Chris Fynes	09/05/2024 21:07:56	INT	<p>Support</p>

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2024/0993/P	Imad	09/05/2024 21:06:08	COMMNT	Support
2024/0993/P	Cali	09/05/2024 23:43:47	SUPPRT	The project will bring thousands more visitors to Central London, supporting local businesses in the Covent Garden, Soho and Chinatown area, so I support this.
2024/0993/P	Francisco Oliveira	09/05/2024 20:50:23	COMMNT	I support the application. It's very important for the area
2024/0993/P	Harrison Webb	09/05/2024 19:54:54	SUPPRT	Great idea to have this permanently in London, it would make for such a staple thing to do in London. As well as helping many London businesses around.
2024/0993/P	Victor Milton	09/05/2024 17:45:58	OBJ	I believe the Phoenix Garden is an extraordinary asset to the neighbourhood and anything that could keep it from thriving, like this development, should not be permitted.
2024/0993/P	Harrison Webb	09/05/2024 19:54:53	SUPPRT	Great idea to have this permanently in London, it would make for such a staple thing to do in London. As well as helping many London businesses around.
2024/0993/P	Emily Morgan	09/05/2024 14:29:59	PETITNOBJ E	<p>It would be a real shame to add an extension to this building and as a result, block out the sunlight to the Phoenix Garden below. This garden is a real oasis for Londoners in the middle of the city to take a break from work and to be at one with nature. To block out the sunlight will completely change the dynamic of the garden and potentially result in less plants growing from a lack of light.</p> <p>I use the garden to de-stress when having a busy day in the office and it's a great place to sit and have a lunch break too. For the garden to be in complete shade would mean I probably wouldn't visit it any longer and I wouldn't want to look up at such a dominating building as this would turn out to be.</p>
2024/0993/P	Ian Ingram	09/05/2024 19:35:27	SUPPRT	Super opportunity for the Borough and for the public and community as a whole.
2024/0993/P	Lewis Paton	03/05/2024 09:28:29	COMMNT	I believe this to be a hugely exciting project for the west end that would be returning a historic building to its intended use and providing Cirque du Soleil's first permanent show space in Europe. This in turn is likely to drive a huge injection of revenue into both Camden Borough Council Revenue & the Greater London Economy. As with any hotel & theater development there will also be an increased provision of jobs & engagement with the local community.
2024/0993/P	Thomas stock	09/05/2024 20:23:10	SUPPRT	Support
2024/0993/P	Shah	09/05/2024 20:03:21	SUPPRT	This is a essential part of the London cultural scene
2024/0993/P	Jack Youdan	07/05/2024 12:18:16	SUPPRT	I am writing in favour of the development of The Savile Theatre. A beautiful restoration project that will bring life back to a beautiful area of Shaftesbury Avenue. The project will highlight the area even more especially as it's partnered with Cirque de Solei and the stylish Incipio Group. Plus the extra jobs and traction the theatre will bring to London and Covent Garden.

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2024/0993/P	Margaret O'Leary	07/05/2024 07:38:05	OBJ	This is the most beautiful garden in London. Designed using sustainable, natural permaculture techniques, this garden is far better than the prissy overly manicured highly human manipulated gardens we see elsewhere. DONT DESTROY THIS GARDEN!
2024/0993/P	Bethany Grey	06/05/2024 09:56:38	PETITNOBJ E	We are running out of community driven spaces like this. We are losing these safe, creative and peaceful spaces to ever growing corporate world and its a crying shame. This is a hidden gem of zone 1. With mental health struggles these spaces are great for a quiet escape, a place to relax and be creative or feel amongst nature. The communities are dying but places like this keep them alive.
2024/0993/P	Milly	09/05/2024 20:11:43	SUPPRT	Support
2024/0993/P	Kingsley Bye	03/05/2024 17:39:30	COMMNT	Keep the Phoenix Gardens.
2024/0993/P	Alice Brown	03/05/2024 21:59:00	OBJ	<p>This should not be described as the " restoration and refurbishment" of a listed building. This is the destruction of a listed building, retaining only the facades as a relic. This misleading description should be amended. The proposals are harmful to the building due to the amount of demolition. It should be described as a new building.</p> <p>The proposed new building is harmful to the surrounding area including Phoenix Garden.</p>