



ODEON CINEMA (FORMER SAVILLE THEATRE)
135-149 SHAFTESBURY AVENUE, LONDON WC2H 8AH

Proposal: Part demolition, restoration and refurbishment of the existing Grade II listed building, roof extension, and excavation of basement space, to provide a theatre at lower levels, with ancillary restaurant / bar space (Sui Generis) at ground floor level; and hotel (Class C1) at upper levels; provision of ancillary cycle parking, servicing and rooftop plant, and other associated works.

Application for planning permission reference: 024/0993/P

Application for listed building consent: 2024/1005/L

18 May 2024

The Bloomsbury Association objects to this application and endorses the Seven Dials Trust's objection dated 28 April 2024. In particular:

1. The proposals do not comply with Local Plan policy D1: Design and D2: Heritage and will cause substantial harm to the listed building. The purported benefits do not compensate for the substantial harm caused by this proposal.
2. The proposed massing is far greater than that dismissed in the Appeal for the previous proposal and will be damaging to the character of the Seven Dials Conservation Area.
3. The current 5-screen Odeon is very well used by residents in our area and has a wide-ranging programme catering for every taste. It also broadcasts live cultural events including ballet and opera and its removal would represent the loss of an important local amenity.
4. The loss of a well-used local and culturally accessible cinema is not offset by the proposed form of small underground dinner show theatre with Circe du Soleil.

The Association supports good quality design that complies with policy and will enhance Bloomsbury's environment. A number of significant concerns have been expressed about the proposal, particularly by Historic England, that prompt us to object at this stage. Hence we look to the Council to refuse this application in its current form.

We would be grateful if you would let us know of any further modification to the application and the meeting date if it is to be decided by Committee.

Stephen Heath
On behalf of the Bloomsbury Association

Copies to:

Alex Kresovic, London Borough of Camden
Seven Dials Trust
Covet Garden Community Association
Chair, Bloomsbury Association