



Historic England

LONDON OFFICE

Mr Gideon Whittingham  
London Borough of Camden  
Development Management  
Town Hall  
Judd Street  
London  
WC1H 9JE

Direct Dial: 020 7973 3774

Our ref: L00765357

17 January 2018

Dear Mr Whittingham

**Arrangements for Handling Heritage Applications Direction 2015 &  
T&CP (Development Management Procedure) (England) Order 2015**

**Authorisation to Determine an Application for Listed Building Consent as Seen  
Fit**

**135-149 SHAFTESBURY AVENUE LONDON WC2H 8AH  
Application No 2018/0037/L**

*Applicant:* Capital Start Limited  
*Grade of building(s):* II  
*Proposed works:* Comprehensive refurbishment of the existing Grade II listed building and the provision of a new two storey roof extension and new basement level, providing a new four-screen cinema and spa at basement levels, a restaurant/bar at ground floor level, a 94-bed hotel at part ground and first to sixth floors and associated terrace and bar at roof level, together with associated public realm and highways improvements.

*Drawing numbers:* As submitted

*Date of application:* 22/12/2017  
*Date of referral by Council:* 9 January 2018  
*Date received by Historic England:* 9 January 2018  
*Date referred to CLG:* 17 January 2018

You are hereby authorised to determine the application for listed building consent referred to above as you think fit. In so doing Historic England would stress that it is not expressing any views on the merits of the proposals which are the subject of the application.



4TH FLOOR, CANNON BRIDGE HOUSE, 25 DOWGATE HILL, LONDON EC4R 2YA

Telephone 020 7973 3700  
HistoricEngland.org.uk



Historic England is subject to the Freedom of Information Act, 2000 (FOIA) and Environmental Information Regulations 2004 (EIR). All information held by the organisation will be accessible in response to an information request, unless one of the exemptions in the FOIA or EIR applies.



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Yours sincerely

[Redacted signature]

**Michael Dunn**

Principal Inspector of Historic Buildings and Areas

E-mail: [michael.dunn@HistoricEngland.org.uk](mailto:michael.dunn@HistoricEngland.org.uk)

NB: This authorisation is not valid unless it has been appropriately endorsed by the Secretary of State.



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135-149 SHAFTESBURY AVENUE LONDON WC2H 8AH  
Application No 2018/0037/L**

Thank you for your letter of 9 January 2018 notifying Historic England of the application for listed building consent relating to the above site.

**Summary**

The principal element of significance of the Grade II listed building is the expressive 'Moderne' front elevation with its distinctive frieze. Little of the original interior survive, but some significance can also be attributed to the cubist form of the building. The proposals are for additional accommodation at roof level, which will cause some harm by diminishing the original cubist form of the building. This harm should be weighed against public benefits before a decision is made.

**Historic England Advice**

The building was designed by Sir T P Bennett in the early 1930s as the Saville Theatre in a brick-clad Modernist design with a bas-relief by Bayes of 'The History of Drama through the Ages'. This bas-relief, combined with the stripped back classical architectural detailing, gives the front elevation an expressive character that is the building's principal element of significance.

The proposal to convert the cinema for hotel use requires new levels of accommodation above the building's flat roof, thereby altering the original cubist form. In our view, this Modernist form contributes to the overall significance of the Grade II listed 1930s building and diminishing it through new accommodation at roof level would cause some harm to the building's architectural significance. However, we recognise that the proposals could provide a range of public benefits that could outweigh the harm in accordance with paragraph 134 of the NPPF.



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**Recommendation**

We urge you to weigh the less than substantial harm against the public benefits of the proposals as part of your decision making process. We enclose an authorisation letter to enable your council to decide as you see fit.

Please note that this response related to historic building matters only. If there are any archaeological implications to the proposals it is recommended that you contact the Greater London Archaeological Advisory Service for further advice (Tel: 020 7973 3735).

Yours sincerely



**Michael Dunn**

Principal Inspector of Historic Buildings and Areas

E-mail: [michael.dunn@HistoricEngland.org.uk](mailto:michael.dunn@HistoricEngland.org.uk)

cc



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