
From: [REDACTED]
Sent: 02 June 2020 07:41
To: Planning
Subject: Re: App – 2017/7051/P Former Saville Theatre, 135 Shaftesbury Avenue, Current Odeon Cinema

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Dear Ms Hazelton,

Re: App – 2017/7051/P Former Saville Theatre, 135 Shaftesbury Avenue,

I am writing in relation to the above application.

I would like to add information for the record that may be taken into consideration when reviewing appeals and future applications relating to this property.

It is my understanding that the building does have historical value and that elements of the original theatre staging remain in situ – albeit hidden by current existing walls and (cinema) furnishings.

I have drawn this to the attention of the Theatres Trust a number of years ago.

As well as architectural interest, this stage is significant in pop culture (The Beatles, Jimi Hendrix) but does pre-cede this era also.

Of further note, I have some 20 years experience working in the leisure and tourism industry having worked on the development of major international attractions.

I can advise that a feasibility and design study was undertaken by an investment group in/around 2014 on the viability of a branded visitor attraction/entertainment concept being developed in this property. The 'brand' and project would be of significance to the theatre district and the heritage of the West End and would in fact have retained/enhanced many attributes of a theatre building. Meaning the integrity of the Saville Theatre would have been retained to a far greater degree than the current planning proposal. As well as other factors intended to benefit the local community and economy.

While it may be argued by the applicant that a traditional theatre or cinema might not be sustainable in this local – it would not be correct to say that there is no alternative. There is a proposal that suggests a modern experiential theatrical experience would be economically viable.

In the first instance I hope at the very least that these comments can be considered helpful and factored in to raise questions over the current proposal. I am happy to comment further if required.

Kind regards

[Redacted]

Best regards,

[Redacted]

*Themespace**

