

SAVILLE THEATRE

135 SHAFTESBURY AVENUE

STATEMENT OF COMMUNITY INVOLVEMENT

YC SAVILLE THEATRE LIMITED

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1. INTRODUCTION

This Statement of Community Involvement (SCI) has been submitted by YC Saville Theatre Limited 'Yoo Capital'. The SCI is a required part of the planning application for the redevelopment of 135 Shaftesbury Avenue within the London Borough of Camden.

- 1.2 This SCI demonstrates that a considered and thorough approach has been taken to consultation around these proposals with residents, business groups and community groups, as well as engagement with councillors and officers at the London Borough of Camden.
- 1.3 Specifically, it outlines the pre-application public and stakeholder consultation strategy developed for this planning application; the activities and engagement that took place with key stakeholders, residents and the local community; the comments that were received throughout the consultation period and how Yoo Capital sought to address the feedback raised by amending the proposed development.
- 1.4 Yoo Capital proactively sought to hold a variety of consultation activities and events, to ensure the proposals were widely promoted and everyone had the opportunity to comment. These included public exhibitions, tailored stakeholder meetings, and one-on-one meetings. A detailed communications and engagement strategy is provided later in the document.
- 1.5 All engagement activities outlined in this document were undertaken by Yoo Capital and its core project team which included:
 - SPPARC – project architects
 - Opera – project managers
 - Momentum – Project transport consultants
 - Montagu Evans – Planning and heritage consultants
 - CitizenM – hotel operator
 - Cirque De Soleil – theatre operator
 - Incipio – restaurant operator

The consultation activities that have taken place are in accordance with the London Borough of Camden Statement of Community Involvement 2016, and also reflect the principles for consultation in the National Planning Policy Framework (2023).

2. The Site

The site today

- 2.1 The former Saville Theatre at 135-149 Shaftesbury Avenue is a grade II listed building. It was built in 1930-1931 as a three-level theatre and opened in 1931. The building was designed by architect T.P Bennett & Son and features a sculptured 40m frieze by Gilbert Bayes running along its front, representing 'Drama Through The Ages'. The building was damaged during the blitz in 1941 but later restored.
- 2.2 In the 1960's, the Saville Theatre was bought by Brian Epstein and opened as a music venue in 1966, hosting artists such as The Who, Jimmi Hendrix and Elton John. After Brian Epstein's death in 1967, The Saville hosted shows created by Cameron Mackintosh.
- 2.3 In 1970, the Building opened as the newly refurbished two-screen ABC Cinema. It was subsequently acquired by Cannon Cinemas as part of a takeover in 1986, which then folded into the MGM chain in 1992. The Site was taken over by Odeon in 2001 as a four-screen cinema, and the layout that is visible today.
- 2.4 The Site is an island site, bordered by Shaftesbury Avenue to the south, St Giles Passage to the east, Stacey Street to the west, and New Compton Street to the north.
- 2.5 The Site is not located within a Conservation Area but abuts the Denmark Street Conservation Area to the north, and the Seven Dials Conservation Area to the south.
- 2.6 The Site has excellent connectivity with a Public Transport Accessibility Level ("PTAL") of 6b, which is the highest possible PTAL score and is defined as 'excellent'. Key transport facilities in the vicinity of the Site include Tottenham Court Road Underground Station, Covent Garden Station and many bus routes.
- 2.7 The Applicant acquired the Site in October 2021. After commissioning a survey of its condition, it was discovered that the Building is currently in a poor state of repair, having suffered from corrosion-related damage (also referred to as 'Regent Street Disease').



Site boundary

Overview for proposals

2.8 The Proposed Development seeks to re-introduce a live performance venue (theatre) to this Site and introduce a new hotel use on upper floors. The Proposed Development includes a 6-storey extension, plus plant, on top of the existing Building.

The Proposed Development would include part-demolition, part-retention and stabilisation and refurbishment of the existing grade II listed building. New basement levels will be excavated to accommodate the theatre, with the introduction of ancillary retail and theatre lobby, box office and front of house facilities at ground floor level.

The Proposed Development would become the first UK-based permanent home of Cirque du Soleil. At upper levels, the boutique hotel would be operated by citizenM.

2.9 Specifically, the Proposed Development comprises the following elements:

- Extensive refurbishment of the listed building façade;
- Demolition and reconstruction of north façade;
- Excavation of two additional basement levels;
- Erection of 6-storey roof extension include set back at upper floors;
- Creation of a new 6,154 sqm hotel for citizenM;
- Provision of 2,239 sqm of theatre space, comprising Cirque du Soleil’s first permanent UK home;
- Ancillary retail at ground floor level, associated with the theatre use; and
- Addition of 2,046 sqm ancillary floorspace, including servicing facilities and cycle parking.

In addition to the above, the Scheme would deliver additional benefits, including:

- Much needed repair to the listed building, which is currently suffering from corrosion-related damage;
- Reintroducing a theatre use for which the listed building was originally designed, and in so doing, bringing a world class theatre operator (Cirque Du Soleil) to this part of Shaftesbury Avenue;
- Public realm improvements to surrounding streets;
- Enhanced activation to the frontage along Shaftesbury Avenue;
- Improvements to accessibility, sustainability and fire safety; and
- Comprehensive community benefits through the construction and operational phases.

3. Consultation Activity

- 3.1 Yoo Capital has undertaken consultation using methods which comply with the London Borough of Camden's Statement of Community Involvement 2016 and the National Planning Policy Framework (2011).
- 3.2 The consultation methods were selected to reflect the scale of the applications and to ensure that the community was able to input into the vision at an early stage and influence the designs and direction of travel. Given the central location of the site, engagement and consultation focused particularly on residents living around the Phoenix Gardens, immediately to the north of the site.
- 3.3 A variety of engagement and consultation methods were used including one-one meetings (in person and online), introductory community events, small group consultation meetings and public consultation events.

One-on-one meetings

- 3.4 Yoo Capital held several meetings with local community groups and stakeholders as follows:
 - The Phoenix Garden
 - The Covent Garden Community Association
 - The Seven Dials Trust
 - The Theatres Trust
 - Holborn and Covent ward councillors, Cllr Sue Vincent and Cllr Awale Olad

Several meetings with each of the groups above have taken place and representatives of The Phoenix Garden, the Covent Garden Community Association and Seven Dials Trust also attended a site tour of 135 Shaftesbury Avenue and a tour of Olympia, another Yoo Capital site currently under construction on Friday 4th February 2022.

Introductory events

- 3.4 On 6th July 2022, Yoo Capital hosted a summer party for residents at the Phoenix Gardens. Invitations were delivered to approximately 200 of the closest neighbours and approximately 50 residents attended. Five members of the Yoo Capital team were in attendance along with the Principal architect from SPPARC architects. Invitations to the event can be found in Appendix I.
- 3.5 While there was no information on display, members of the team introduced themselves to all attendees and had conversations about 135 Shaftesbury Avenue as it is today, the previous application and Yoo Capital's vision to bring live performance back to the building along with a secondary use.
- 3.6 Verbal feedback from those that attended fell into the categories below:
 - Antisocial behaviour. Several residents explained that the roads around Phoenix Gardens were hotspots for antisocial behaviour.
 - Disruption from construction. A number of attendees talked about disruption from previous construction on the Phoenix Theatre and raised concerns that a substantial build at 135 Shaftesbury Avenue would result in disturbance.

- Proposed height. A few residents raised concerns around the height of the building but this was linked to the level of construction required in most cases.
- Logistics and servicing will be important to consider as plans for the building evolve.
- Positivity around live performances and a desire to see 135 Shaftesbury Avenue restored to its former glory.

The team from Yoo Capital and SPPARC recorded the verbal feedback after the event and used the information gathered to inform the formation of early designs.

- 3.7 On 17th December 2022, Yoo Capital sponsored the Phoenix Gardens annual Christmas event and one member of the team was in attendance. Given the nature of the event, there was less focus on 135 Shaftesbury Avenue but served as a useful touchpoint for residents to reengage with the team.

Group meetings

- 3.8 On 10th July 2023, Yoo Capital hand delivered approximately 200 invitations to the closest neighbouring residents inviting them to meet on a selection of possible dates. A copy of the letter can be found in Appendix II. The purpose of the meetings was to share proposed designs for the scheme and to listen to feedback. Meetings took place on 18th July and 20th August 2023 with 5 residents attending each session and 10 residents attending in total.

- 3.9 Verbal feedback from the session is summarised as below:

- *“With the proposals as they are, there will be a big impact on The Phoenix Garden in terms of light. Don't mind it high at the front, but don't like it height.”*
- *“Previous versions of the design were better because it's been stepped back earlier.”*
- *“The double skin is clever/interesting idea. Not sure how it's going to work, but clever idea.”*
- *“Servicing on passage, lots of deliveries and waste to manage through quite a tight area in St Giles passage. St Giles is a well-used cut-through for taxis. Passage is not somewhere you can stop. You have to service from the rear. Persuade Council to move the parking at the back. Stacey is a service street.”*
- *“Sound will be a concern during construction. Enclosed site will help reduce noise. Vibration and noise monitoring can be put in. Impact on the wildlife in the garden. Detriment to biodiversity value.”*
- *“Displace ASB rather than solving it. Pushing it down New Compton Street? During construction you need to make sure that you don't provide places for people to take drugs. Pay Camden to install CCTV in the vicinity to dissuade people from taking drugs. Podium around Gardens and stage doors. How can we provide funds to increase surveillance.”*
- *“It does look very top heavy.”*

Concerns were also expressed about the architecture of the building, the impact of height on residents on the lower floors of neighbouring buildings and the level of disturbance through construction and servicing.

There was general support for the proposed live performance, restaurant and hotel uses.

4. PUBLIC CONSULTATION EVENT

Overview

- 4.1 Between 18th and 23rd September 2023, Yoo Capital held a public consultation at SPPARC Studios, 10 Bayley Street, WC1B 3HB. The event was attended by 11 people and 6 feedback forms were filled in.

Advertisement

- 4.2 On the 6th of September, Yoo Capital delivered 7626 A5 flyers to residents and businesses in the local area with an invitation to a drop-in consultation on either Monday 18th September 2023, Tuesday 19th September 2023 from 4 pm – 8 pm or Saturday 23rd September 2023 11 am-2 pm. A copy of the flyer can be found in Appendix III.
- 4.3 Emails invitations were sent to Holborn and Covent Garden, and Bloomsbury ward councillors: Cllr Julian Fulbrook, Cllr Awale Olad, Cllr Julian Fulbrook, Cllr Sabine Francis, Cllr Adam Harrison, Cllr Rishi Madlani. An email invitation was also sent to the Seven Dials Trust and the Covent Garden Community Association.
- 4.4 A press release was issued on 12th and 18th September 2023. The first press release announced the public consultation and the second announced the partnership with Cirque du Soleil and again advertised that public consultation would be taking place.

Purpose and materials

- 4.5 The purpose of the consultation was to:
- Introduce the wider community to Yoo Capital.
 - Share proposed designs for the building.
 - Introduce the operators involved.
 - Understand community feedback on the proposals.

A copy of the information shared can be found in Appendix IV.

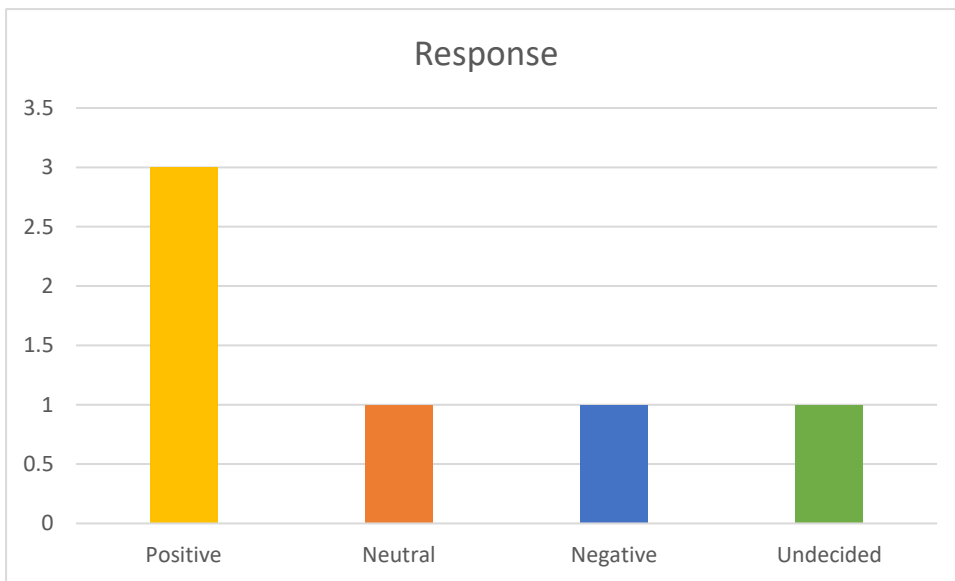
- 4.6 Representatives attended from:
- Yoo Capital
 - SPPARC Architects
 - Citizen M (hotel)
 - Incipio (restaurant)
 - Cirque du Soleil (live performance)
 - Opera (project managers)

Feedback

- 4.7 In total, 6 feedback forms were completed and a summary of feedback is provided below.

4.8 What is your opinion of our proposal for a theatre?

Please circle the answer: Improved, Neutral, Negative, Undecided

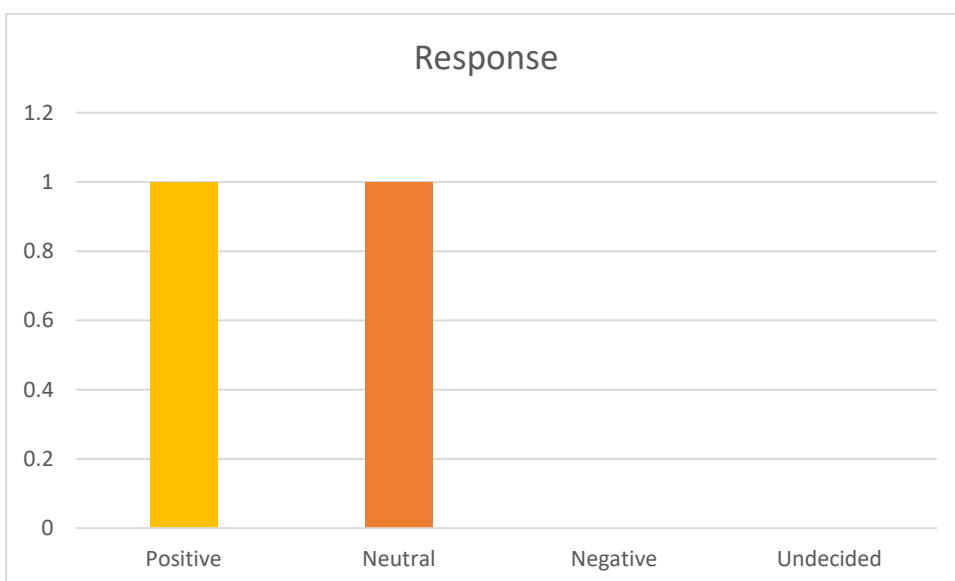


Comment:

- *"Need time to think further about it"*
- *"A theatre use for cinema is vital in this location, highly valued purpose-built site"*
- *"Improved"*
- *"The west end has a good supply of proscenium theatres and a new modern space will be ideal whilst retaining the historical façade"*
- *"Don't care"*

4.9 What is your opinion of our proposal for a hotel?

Please circle the answer: Positive, Neutral, Negative, Undecided

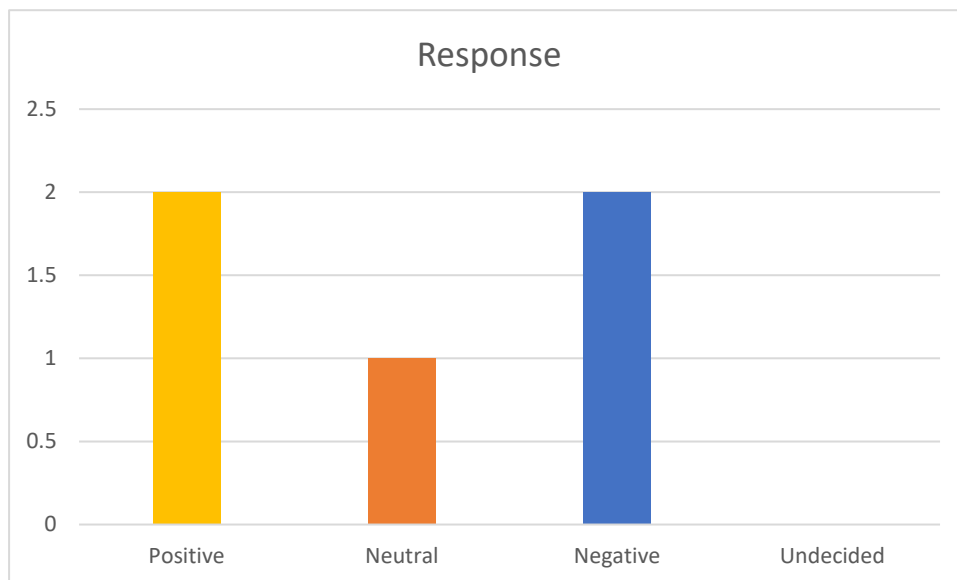


Comment:

- *“Concerns of height and services and trucks along new Compton Street”*
- *“The hotel will bring new life to a dead section of Shaftesbury Avenue and customers to a new theatre both making a vibrant thoroughfare from the Palace Theatre to the Shaftesbury theatre”*
- *“Don’t care”*

4.10 What is your overall opinion of our proposal for 135 Shaftesbury Avenue?

Please circle the answer: positive, Neutral, Negative, Undecided



Comment:

- *“Some big positives, cirque de Soleil, new hotel. Concerns: road traffic, build disturbance”*
- *“Concern about further massing in my home area. Frankly I would prefer it if you left the building within its existing dimension and made use of its modernist design.”*
- *“My main opposition around the additional stories and the massively added bulk – impact to front and rear. I can support activities in the rear façade at street level. Theatre use is also critically important”*
- *“It’s too high and large”*

5. ANALYSIS AND RESPONSE

- 5.11 At all consultation events and meetings, there was general support for the proposed theatre, food and hotel uses for 135 Shaftesbury Avenue. Concerns were however raised about the height and massing of the proposed building, disruption from construction, and traffic and servicing the building. Responses to these issues have been provided in detail below.
- 5.12 The images in figures 1, 2 and 3 below show the proposed design that was shared at the September Consultation. At this point in time, 7 additional storeys were proposed on top of the existing building, although the top two floors were set back on the Shaftesbury Avenue and Old Compton Street facades.

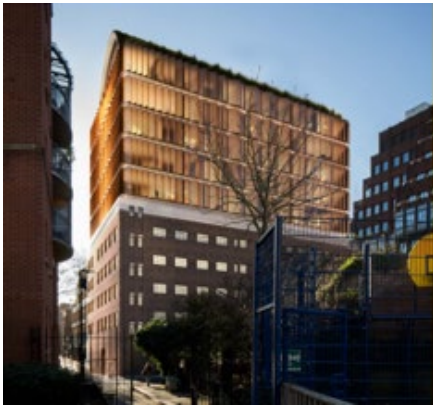


Figure 1



Figure 2



Figure 3

- 5.13 As a result of community and Council feedback, significant amendments have been made to the height and massing of the proposals. The updated designs show 6 additional storeys on top of the existing building at the Shaftesbury Avenue façade (figure 4), and an extension of 4 storeys, stepping up to 6 on the Old Compton Street façade (figure 5).



Figure 4

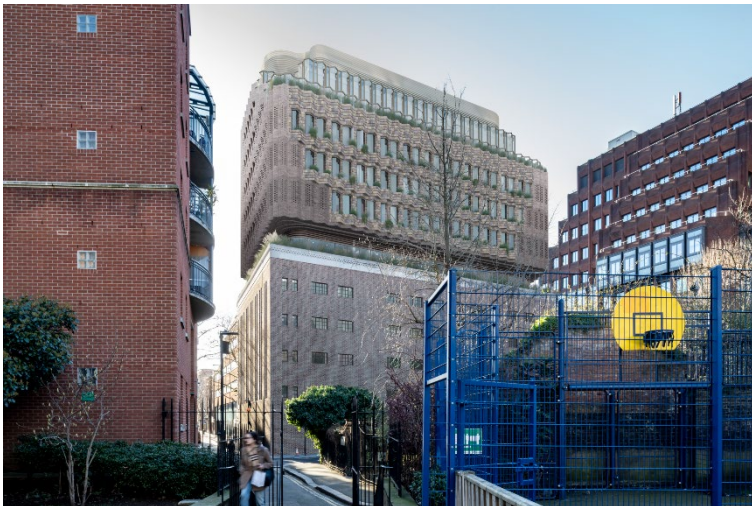


Figure 5

5.14 The issue of construction management was raised at several of the consultation meetings. In particular, residents voiced concerns about noise, dust and construction vehicles. In recognition of this, and because of the complexity of the site and build, Yoo Capital hired contractor Kier on a Pre-Commencement Services Agreement. To mitigate disruption for neighbours, Kier have based the construction methodology on:

- Modular manufacturing for the façade and hotel bathrooms
- Offsite manufacturing where possible
- Using labour rather than machinery to dig the basement where possible

5.15 Any contractor working on site will be signed up to the Considerate Constructors scheme. This regulates the way that builders work and requires that they consult regularly with people who live in the area and keep them informed at every stage of the process. They must also:

- Give careful consideration to the impact of construction on neighbours and the public
- Attain the highest levels of safety performance

- Keep the site clean, tidy and well managed
- Protect and enhance the environment

The contractor will also adhere to the Camden Code of Construction Practice. Works will take place from Monday – Friday from 8am until 6pm and on Saturday between 8.30am and 1pm. No work will take place on Sundays or Bank Holidays.

5.16 Yoo Capital brought all the operational partners for the building on board at a very early stage. All of the Operational Management Plans submitted as part of this application will be carried out by the operators. Measures in the Plans include:

- Monitoring noise levels from inside and outside the building to minimise potential disruption to neighbours
- Deliveries and collections will only be able to park in approved spaces
- A member of staff available onsite during trading hours to answer any questions from the community or resolve any issues that may arise

5.17 Several members of the community mentioned current issues around anti-social behaviour around Phoenix Gardens. As a result, the designs have evolved to incorporate activation on New Compton Street, with the entrance to the hotel located on the rear façade. CCTV cameras will also be deployed at all entrances and along the perimeter of the site during Operation. Images from the CCTV system will be stored on site for a minimum of 30 days and will be made available on request to the Police in accordance with the Data Protection Act.

6. Ongoing Consultation

- 6.1 Yoo Capital is committed to ongoing consultation with the community post submission and throughout the development timeline. Members of the Yoo Capital team will remain on hand for meetings and will share information and hold further drop-in events.
- 6.2 Yoo Capital will send a detailed briefing document to the residents in close proximity to the site on validation. This will summarise the content of the application and report back on changes made as a result of consultation.
- 6.3 Over the coming months, Yoo Capital will work to build links with community groups in the Arts and will engage young people on the proposal. This will involve Cirque du Soleil, restaurant operators Incipio and the hotel operator Citizen M, as well as the project team.

7. Appendices

Appendix I

RESIDENTS' BBQ PHOENIX GARDENS

6 July 2022

Dear neighbour,

As the new owners of the former Saville Theatre (CURRENTLY THE ODEON SHAFTESBURY AVENUE), we would like to invite you to join us for a barbeque at Phoenix Gardens on 6th July.

While we have started to consider long-term plans for the building, including the re-introduction of a live performance space, the evening will provide an opportunity for us to get to know each other and to understand your thoughts and experiences of The Saville and the area. We will begin more formal consultation after the summer when we have proposals to share with you.

Best wishes,
Andrew, Lloyd, Chris and Louise

YOO CAPITAL

Residents Barbeque
at Phoenix Gardens
6 July 2022

5 — 8PM



Yoo Capital
2 Bentinck Street
London
W1U 2Fa

Dear Neighbour,

Public consultation: the future of the Odeon, 135 Shaftesbury Avenue

As you may know, in October 2021 Yoo Capital acquired the Odeon building at 135 Shaftesbury Avenue. We met many of you at events in Phoenix Gardens last summer and at Christmas and have spent the last 18 months meeting potential theatre operators, undertaking surveys to understand the building's condition, and working on a new architectural vision.

As one of our neighbours, we would welcome the opportunity to meet with you to share an update of the work we have done, the proposed use of the building and the overall design. In the first instance, we will be holding workshops in July and August. These workshops will be limited to 15 attendees so that we can talk you through the proposals in detail and work collaboratively with you. The dates for the workshops are:

- Monday 17 July 2023, 12pm – 2pm
- Tuesday 18 July 2023, 6.30pm – 8.30pm
- Saturday 22 July 2023, 10am – 12pm
- Tuesday 8th August 2023, 6.30pm – 8.30pm
- Thursday 10 August 2023, 12pm – 2pm
- Saturday 12 August 2023, 10am – 12pm

The workshops will be held at **10 Bayley Street, London WC1B 3HB**. Please note, the workshops will take place on the first floor accessed via stairs, and the venue does not have a lift. If you are unable to make the times advertised or if you need an accessible venue, please let us know and we will arrange to meet at your convenience.

Further public consultation events will continue into the Autumn, and we look forward to working with you over the coming months.

Please do RSVP to this letter via email at caisha@yoo-capital.com or via 07539096459.

I look forward to hearing from you.

Yours sincerely,

Louise Page-Jennings

Director
Yoo Capital

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SHAFTESBURY AVENUE

Have Your Say



Join us to learn about Yoo Capital's proposals for the Saville Theatre at 135 Shaftesbury Avenue, once one of the West End's cultural icons. The proposals include plans for a new theatre, hotel, and spaces to eat and drink.

The consultations are 'drop-in' sessions, and you can attend at any point during the times advertised. There will be information about the design of the building, the companies operating the new spaces and the ways that the community can get involved throughout the design process and with the new theatre and hotel operators. Members of the Yoo Capital team will be available to talk to, and you are encouraged to share your feedback.

Public Consultations

Monday 18th September 2023 4 PM — 8 PM

Tuesday 19th September 2023 4 PM — 8 PM

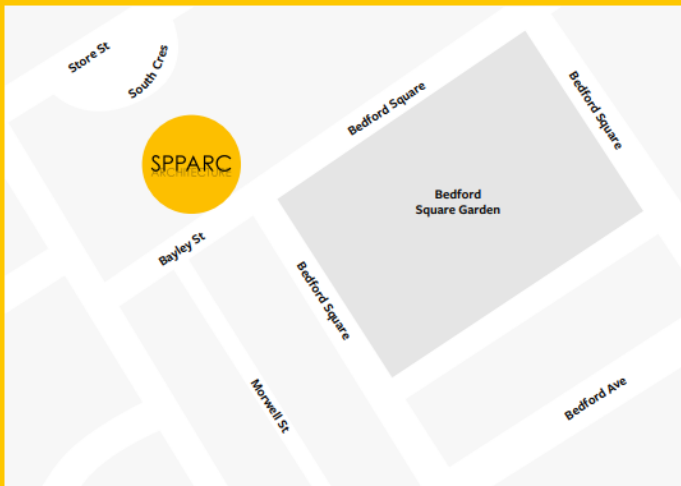
Saturday 23rd September 2023 11 PM — 2 PM

SPPARC Architects,
10 Bayley Street, WC1B 3HB

To find out more about the plans, or to get in touch, you can contact the team at:

CAISHA@YOOCAPITAL.COM
+ 447985360472

Please let us know if you are unable to make the times advertised, and we will arrange a separate time to meet with you.



ABOUT YOO CAPITAL

Yoo Capital buys, develops and owns buildings across London. The company was set up in London in 2010 by Chairman John Hitchcox, Managing Partner Lloyd Lee and Managing Director Andrew Thorpe. Yoo Capital is known for creating buildings that can be used for cultural activities, like theatres, music venues and art studios. Recent projects include the Olympia London exhibition venue and Shepherd's Bush Market. You can find more information by visiting www.yoocapital.com

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SHAFTESBURY AVENUE

Welcome

WELCOME TO OUR PUBLIC CONSULTATION EVENT FOR 135 SHAFTESBURY AVENUE

WHAT'S ON SHOW?

In October 2021, Yoo Capital bought 135 Shaftesbury Avenue with the idea of bringing live performance back to the historic venue.

Since then, Yoo Capital has been talking about the building's history and its future potential with people who live close by, local community organisations, companies that run theatres and Camden Council.

With the information gathered, Yoo Capital and their architects, SPPARC Studios, have created the ideas for the future of the building on display today.

WHAT'S THE BIG IDEA?

- Bring theatre back to 135 Shaftesbury Avenue with a world-class operator
- Create a new hotel for Citizen M, an international hotel company, with bedrooms for travellers and shared lounge and workspace space for both tourists and locals to use.

HOW CAN YOU GET INVOLVED?

You can get involved in several ways:

- Talk to someone wearing a name badge. They can explain the information to you, and they want to hear what you think too.
- Meet our transport consultants - they're the people with the tracing paper and they can explain our ideas for getting deliveries in and out of the building.
- Fill in a feedback form. You can either do this online or using the printed forms available.



135 Shaftesbury Avenue Front View



135 Shaftesbury Avenue Rear View

The Project Team



Olympia, Kensington Olympia

yoo CAPITAL

Yoo Capital buys, develops and owns buildings across London. The company was set up in London in 2010 by Chairman John Hitchcox, Managing Partner Lloyd Lee and Managing Director Andrew Thorpe.

Yoo Capital is known for creating buildings that can be used for cultural activities, like theatres, music venues and art studios. For example, Yoo Capital owns the Olympia exhibition venue in West London and is currently restoring the exhibition halls and adding:

- a new 1,500 seat theatre for Trafalgar Entertainment Group
- a 4,000 capacity music venue for Anschutz Entertainment Group
- a performing arts school with a community theatre inside for the Wetherby School with a Brit Kids program run by the BRIT School
- two new hotels
- over 20 new restaurants, bars and cafes
- over two acres of outdoor space that is open to the public
- New offices

For more information on Yoo Capital's other projects, please visit www.yoocapital.com

SPPARC

SPPARC is a prominent Camden-based architecture studio.

Examples of SPPARC projects include the 2023 RIBA Award winning Borough Yards, 145 Kensington Church Street and The Music Box. SPPARC are lead architect partnered with Heatherwick Studios designing Yoo Capital's Olympia scheme. SPPARC has a well-regarded expertise of working sensitively with historic buildings and creating innovative theatre spaces and beautifully crafted hotels.

MONTAGU EVANS

Planning and Heritage Consultants

Montagu Evans makes sure the design is in line with national and local policies on development and a specialist team examines the heritage of the building and the effect of the new design and building uses on the heritage.

MOMENTUM

Transport Consultant

Momentum creates systems to make sure that deliveries, staff and visitors can get to and from buildings. They look at the way vehicles access the site and use the surrounding roads and they consider how people will use public transport and what impact that will have.

HOARE LEA

Sustainability Consultant

Hoare Lea assesses the sustainability of the new building design and advises on ways to reduce carbon footprint and increase energy efficiency.

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SHAFTESBURY AVENUE

The Heyday



The Saville Theatre opened in 1931 with a show called 'For the Love of Mike'. The building was designed by architect's T.P Bennett & Son and features a sculptured frieze by Gilbert Bays running along its front. The frieze represents 'Drama Through The Ages'.

The building was damaged during the blitz in 1941 but was quickly restored and running again.

In the 1960s The Saville was bought by Brian Epstein, manager of the Beatles. It opened as a music venue in 1966 and hosted Jimmi Hendrix, The Who, Chuck Berry and Elton John.

After Brian Epstein's death in 1967 The Saville hosted a show created by Cameron Mackintosh and its final show, 'Enemy', featuring Denis Waterman, Tony Selby and Neil Stacy.

The Cinema Years

In 1970, The Saville opened as the newly refurbished ABC Cinema with two screens.

ABC was bought by Odeon in the early 2000s and reopened in 2001 with four cinema screens and the layout that visitors see today.



Today

Yoo Capital has commissioned several surveys of the building to understand what historical features remain and the condition of the building itself.

Sadly, much of the interior from the old theatre has been removed or damaged and little remains today.

The building is suffering from 'Regent's Street disease' and needs repair. This means that the steel frame embedded in the brick is corroded, causing the stone and brickwork around the steel to crack. The disease is named after Regent's Street is so called because many buildings there suffer from the same problem.

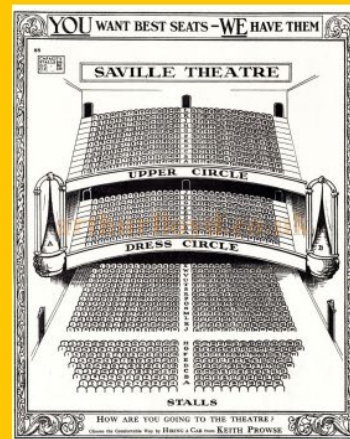


A New Era of Performance

THE SAVILLE THEATRE

When it was originally built in 1931, the Saville Theatre had a total capacity of 1,526, with 1,229 seated and 297 standing.

The Theatre had a traditional 'proscenium' layout which means that there was an arch around the stage, and the audience faced it directly.



The Theatre



Olympia, Kensington Olympia



Boulevard Theatre

THEATRES TODAY

The way theatres are built has changed a lot since 1931. The seating sloped upwards away from the stage at a very steep angle at The Saville and many of the seats would have had poor views of the stage.

Nowadays, theatres have bigger and more comfortable seats that don't slope upwards as much, and theatre operators try to make sure everyone has a good view. Theatres today also have seats that are wider and give your legs more space to stretch. This all means that you can get less seats in the same amount of space as before.

Yoo Capital's new theatre at Olympia shows the size of a modern 1,500 seat theatre. It covers an area of approximately 100,000 sq ft. XX times larger than The Saville.

MODERN THEATRE NEEDS

As well as having larger, more spacious seats, modern theatres need to follow new fire safety regulations. This includes a second staircase and lift for firefighting. Theatres also need more toilets per person today and a better arrival experience, with space for drinking and dining. While all of these things improve safety and the overall experience of visiting the theatre, they take up space that would have previously been used for seating.

Recently, theatre operators have moved away from the traditional 'proscenium' layout and prefer flexibility or 'theatre in the round' or 'thrust stages'.

Cirque du Soleil

A PERMANENT HOME FOR CIRQUE DU SOLEIL

Yoo Capital is working with Cirque du Soleil Entertainment Group to create its first permanent artistic experience in the UK at 135 Shaftesbury Avenue. The show at the Shaftesbury Avenue theatre would complement Cirque du Soleil's annual Albert Hall show and offer theatre goers a more intimate space to enjoy incredible performances all year round.



Cirque du Soleil began with a troupe of street performers in Quebec in the 1980s and first went on the road in 1984. Cirque du Soleil offered something different from the circuses at the time, with no animals and street performers with striking costumes, lighting and original music. In 1993, *Mystere* in Las Vegas became Cirque du Soleil's permanent home, and the show has grown from strength to strength since then, with 9 permanent homes across the world and 10 touring shows.

WHY CIRQUE?

Cirque du Soleil's world class reputation and mesmerising shows will bring life back to the former Saville Theatre for decades to come. The permanent experience would be open for approximately 11 months a year and could bring renown back to the historic building.

Cirque du Soleil has a strong commitment to the communities in which it operates. In each of the cities visited by Cirque du Soleil's Big Top, the company distributes 500 tickets to organisations working with at-risk youth as well as in the circus arts, to allow access to their shows. In line with the company's social commitment, Cirque du Soleil would create a social package at 135 Shaftesbury Avenue to support residents and the wider community.

Cirque du Soleil Experience

ENTRANCE AND ARRIVAL

Yoo Capital and SPPARC architects have designed a spacious and welcoming entrance lobby for the theatre. The historic entrance on Shaftesbury Avenue will be kept and the glass on the large curved window on the front of the building will be restored.

The entrance space will be over two floors high as visitors walk through the door so that the curved window is visible and brings light into the space.

As visitors walk through the ground floor, there will be facilities like toilets and cloakrooms and spaces to buy food and drink.

THEATRE POSITION

The new theatre will be below the ground floor. This is the best space for it in the building because it is the widest space, which means it can have more seats, and it can be made soundproof using a 'box in a box' construction technique [show diagram].

THEATRE LAYOUT

The new theatre will have a 'thrust stage' layout with three levels of seating. The stage will be set out for theatrical cabaret style performances.



Section Showing the Location of the Theatre in the Building

5 Additional Floors plus a set back upper level



The Proposed Ground Floor Arrangement

A Hotel that Welcomes Everyone

CITIZENM

citizenM started with an idea to disrupt the traditional hotel industry by creating a luxury hybrid hotel for today's modern travellers – eliminating the frustrations these travellers shared. In 2008, citizenM opened their first hotel and designed it around a new type of traveller – one who values a luxury hotel experience in central city locations, but at an affordable price.

A hybrid hotel that isn't just a place to sleep, but somewhere to work, relax, and play.



citizenM, Victoria Station



citizenM, Victoria Station



citizenM, Victoria Station

WHY CITIZENM?

A citizenM hotel would be a unique offer for the West End, bringing a design-led hotel at a more affordable price point for visitors. citizenM encourages visitors to eat locally and use local amenities, contributing to the local economy. Breakfast is offered in the hotel, but guests are encouraged to venture out for lunch and dinner.

The hotel has slightly smaller rooms than average but larger lounge areas for socialising and working. citizenM opens these facilities to the local community too and welcomes residents using the space to work, host meetings or just relax.

citizenM prides itself on being good neighbours in their communities. The company works with residents on a day to day basis but also brings the community in.

'Wherever we go, we are guests – and we act like good guests should... In every citizenM hotel, you'll find walls packed with art by local artists we seek out.'

Sustainability

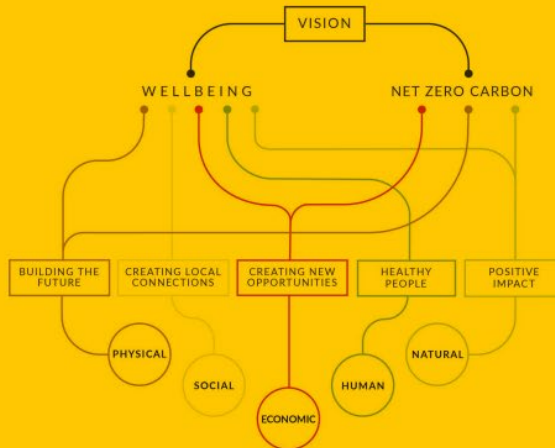
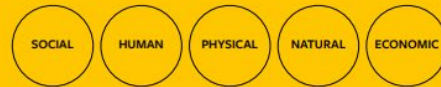
An effective response to global challenges and local policies, inclusive of all aspects of sustainable development



SAVILLE THEATRE SUSTAINABILITY STRATEGY



The strategy is articulated via a framework based on five defined factors:



SUSTAINABILITY FRAMEWORK

Our five capitals framework is a holistic approach to sustainability which captures the synergies and co-benefits between different areas of sustainability, enabling future-proof development that responds to the needs of people and planet. It enables projects to develop aspirations and strategies which address global and local sustainability challenges in a holistic way, embedding environmental, social and economic sustainability issues.

PHYSICAL – physical infrastructure such as materials, net zero carbon and transport

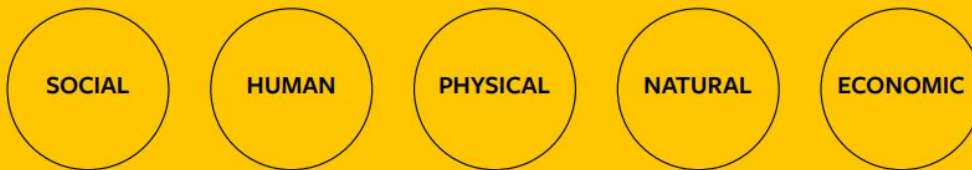
SOCIAL – community, diversity and inclusivity, adding value for the local area, addressing specific needs of the community

ECONOMIC – improving the local economy through providing good quality jobs, employment infrastructure, training and volunteering or donating to local organisations

HUMAN – impact on the health and wellbeing of the individual building user through e.g. environmental quality

NATURAL – impact on nature, through e.g. biodiversity, resource use, water

Sustainability



NET ZERO CARBON
Targeting Net Zero Carbon development aligned with emerging NZC Building Standard



RETENTION OF EXISTING STRUCTURES
Significant reuse of existing buildings and structures



HEALTH & WELLBEING
Creating a healthy environment for occupants, including biophilia and IAQ



ALL ELECTRIC
Fossil-fuel free, non-polluting, all electric energy systems (heat-pumps)



CIRCULAR ECONOMY
Reuse of existing materials onsite, circular design strategies and procurement



WELL BUILDING STANDARD
Implementing best practice features of healthy buildings following guidance within the WELL building standard



OPERATIONAL ENERGY
Aligning to industry best practice benchmarks for Energy Usage Intensity (kWh/m2/yr)



URBAN GREENING
Green roofs/terraces and other nature-based solutions



BREEAM UK
Targeting BREEAM "Excellent"



EMBODIED CARBON
Targeting best practice benchmarks (LETI A/B) for upfront embodied carbon across the development



CLIMATE RESILIENCE
Mitigating climate risk and exploring opportunities for reuse of existing materials onsite and circular design strategies



SOCIAL VALUE
Creating maximum positive longer lasting impact on the local community



STEWARDSHIP & COMMUNITY IMPACT
Ongoing engagement to maximise social impact



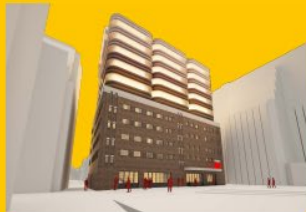
SUSTAINABLE SOURCING
Optimising supply chain via environmental & ethical standards & circular procurement.

Architecture to Inspire



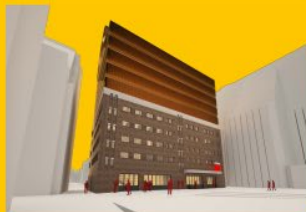
OPTION 01 – PLEATED GLASS CURTAIN

The exploration for this façade approach has taken influence from the rhythm and shape of the ornate 1930' cornice of the existing Saville Theatre to create a pleated glazed curtain. The double skin pleat mitigates overlooking from within the building.



OPTION 02 – VERTICAL CURVES

The exploration for this façade approach balances horizontal emphasis with vertical form to create three bays across the width of the building.



OPTION 03 – METAL FILIGREE

The exploration for this façade approach recognises the simplicity of the existing masonry by cloaking the upper level additions with a brick format metal filigree over a glass façade.



OPTION 04 – STONE EXTRUSION

The exploration for this façade approach extrudes the existing stone cornice to define the upper level additions with a series of profiled horizontal and vertical bays echoing the 1930's style of the Saville.



Air source heat pumps energy strategy



Façade optimised for daylight levels and thermal comfort



Circular economy design principles imbue longevity and flexibility



Ambitious energy & carbon efficiency targets



Operational performance monitored and optimised



Amenity space, fresh air and views out



Structural and façade options chosen to minimise embodied carbon



Optimised for active travel: access, storage, facilities



Health and wellbeing at the heart of design

Construction

CONSTRUCTION TIMELINE

The main build element of the construction programme will take approximately three years. This covers everything from demolition to the completion of the external building works. It will take approximately ten months to one year after that to complete the internal works to the building, however there will be little to no disruption to residents from construction noise during that time.

	MAIN BUILD												FIT OUT				
	12 months				5 months	14 months				6 months			3-4 months	10 months			
Demolition (including soft strip out, façade retention and full demolition to the existing basement level)	█																
Ground works					█												
Basement						█	█	█	█	█	█						
Frame										█	█	█					
Façade												█	█	█			
Fit out																█	█

CONSTRUCTION VEHICLES

There will be an average of fifteen construction vehicles a day during the main construction period. The most construction vehicles we would expect in a single day is around twenty, and this would be an exceptional rather than regular occurrence.

The construction team will use a project consolidation centre to enable loads to be combined offsite, reducing the total number of deliveries required to the site. They will also use a 'Just In Time' delivery system that requires deliveries to be booked online so that vehicle progress to site can be monitored, ensuring that there are no idling vehicles waiting to enter the site.

The contractors building the project will comply with LEZ and ULEZ requirements but for vehicles.

HOURS OF OPERATION

Working hours for the site will be aligned with the Camden Code of Construction Practise.

Works will take place Monday - Friday from eight am until six pm and on Saturday from eight am-one pm. There will be no works on Sundays

CONSIDERATE CONSTRUCTORS SCHEME

The contractors working on the scheme will sign up to the considerate constructors scheme. This regulates the way that builders work and requires that they do the following consult regularly with people who live in the area and keep them informed at every stage of the process.

Give careful consideration to the impact of construction on neighbours and the public. Attain the highest levels of safety performance. Keep the site clean, tidy and well managed. Protect and enhance the environment

Heritage and Community Benefits



Celebrating the heritage of 135 Shaftesbury Avenue and restoring it back to a live entertainment venue has been the focus of design development. Through the work that we are proposing, we will:

1. Remove the cinema fit out and reinstate the original use of the building
2. Repair the damaged Gilbert Bayes Frieze
3. Restore the main window in the front elevation and open up the internal space
4. Repair the walls of the building, including damage in the main façade caused by bomb
5. Addressing the issues to do with Regents Street disease

We have also ensured that, along with our partners, we embed community benefits into the scheme. This could include, but are not limited to:

1. Links between Cirque du Soleil and local schools and organisations in the performing industries;
2. Discounts for local residents;
3. Hotel partnerships with local businesses and restaurants;
4. Resident access to hotel communal areas to use for work and meetings;
5. Hotel local employment and training programmes;
6. Partnerships with local artists to feature in the hotels;
7. Improving the New Compton Street side of the building to reduce anti-social behaviour around people's homes and Phoenix Gardens



Next Steps

Please take a few minutes to fill in one of the feedback forms provided. We would be grateful for your comments on the proposals we have shared and suggestions for community benefits and partnerships.

Following the consultation event, we will review feedback and incorporate as much as we can. We will continue to keep you informed of progress and updated information.

We aim to submit an application for 135 Shaftesbury Avenue by the end of the year.

The Proposed Scheme



3D Visualisation - Shaftesbury Avenue (Elevation)



3D Visualisation - Phoenix Gardens View (Summer)



3D Visualisation - Phoenix Gardens View (Winter)



3D Visualisation - Stacey Street View (Summer)



3D Visualisation - Stacey Street View (Winter)

The Proposed Scheme



3D Visualisation - Shaftesbury Avenue (Night View)



3D Visualisation - Shaftesbury Avenue (Aerial View)