

CITY OF WESTMINSTER			
PLANNING APPLICATIONS SUB COMMITTEE	Date 24 October 2017	Classification For General Release	
Report of Director of Planning		Ward(s) involved St James's	
Subject of Report	24-27 Leicester Square, London, WC2H 7LE,		
Proposal	Installation of new cinema canopy, refurbishment of the ground floor entrances and erection of first floor glazed extension.		
Agent	Metropolis Planning & Design		
On behalf of	Odeon Cinemas Ltd		
Registered Number	17/07604/FULL	Date amended/ completed	31 August 2017
Date Application Received	24 August 2017		
Historic Building Grade	Unlisted		
Conservation Area	Leicester Square		

1. RECOMMENDATION

Grant conditional permission.

2. SUMMARY

The Odeon, 24 – 27 Leicester Square is a cinema which occupies the centre of the eastern side of the square and dominates the square with an Art Deco style building with large black polished granite façade and high tower displaying its name. It is the flagship of Oscar Deutsch's Odeon cinema network, and is the largest single screen cinema in the UK famous for hosting premieres. The Odeon contributes to the special character of the square and the Leicester Square Conservation Area as a focal point for film and cinema.

The Odeon Leicester Square is to be upgraded and refurbished to reflect its status as the flagship of the brand. Planning permission is sought for the following works:

- Installation of a new cinema canopy;
- Refurbishment of the ground floor entrances; and
- Erection of a first floor glazed extension to the lobby bar.

The proposal would provide an additional 40 sqm of floorspace with the first floor glazed extension. The upgrade and refurbishment of the cinema and its ancillary facilities is acceptable in land use terms.

The key issue with this application is:

* The impact upon the appearance of the building and its contribution to the character and appearance of the Leicester Square Conservation Area.

The new canopy extends across the whole facade with a slightly deeper projection above the main entrance. The canopy has a thin section and a more traditional profile.

At ground level beneath the canopy, the openings, ticket machines, and signage are updated and rationalised with the main entrance centralised. The scheme reduces the amount of dead frontage and brings the various entrances and their signage into an order that complements the refurbished ground floor foyer. Internally, the works create a single ground floor foyer for the main auditorium with a lift and escalators providing access to the first floor circle foyer.

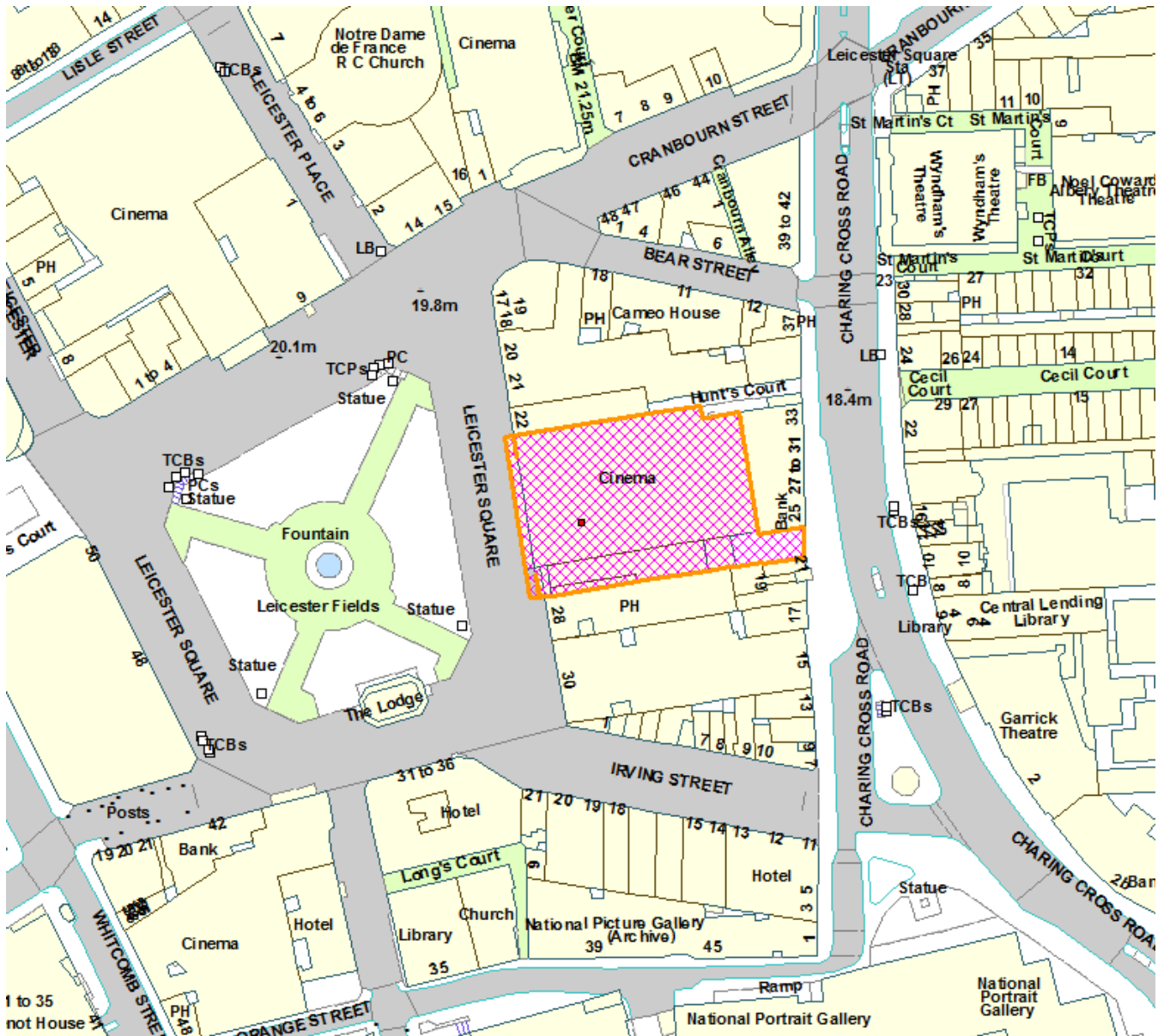
At first floor level, the new lift and escalators will allow much greater use of the circle foyer. The proposal is to extend this foyer with a glazed extension projecting above the width of the main entrance and canopy. The new extension is a simple glass box structure which will create a connection between the cinema and the square, with views out across the square from the circle foyer and views back to the activity in the cinema from the square.

The new signage is primarily a rationalisation and upgrade of existing signs and overall there is less signage due to the reduction in the large format signs above the canopy from four to three. The advertisements are being dealt with under a separate application.

No objections to the proposal have been received. The Westminster Society considers that the proposals represent an important improvement to the streetscape and should be approved.

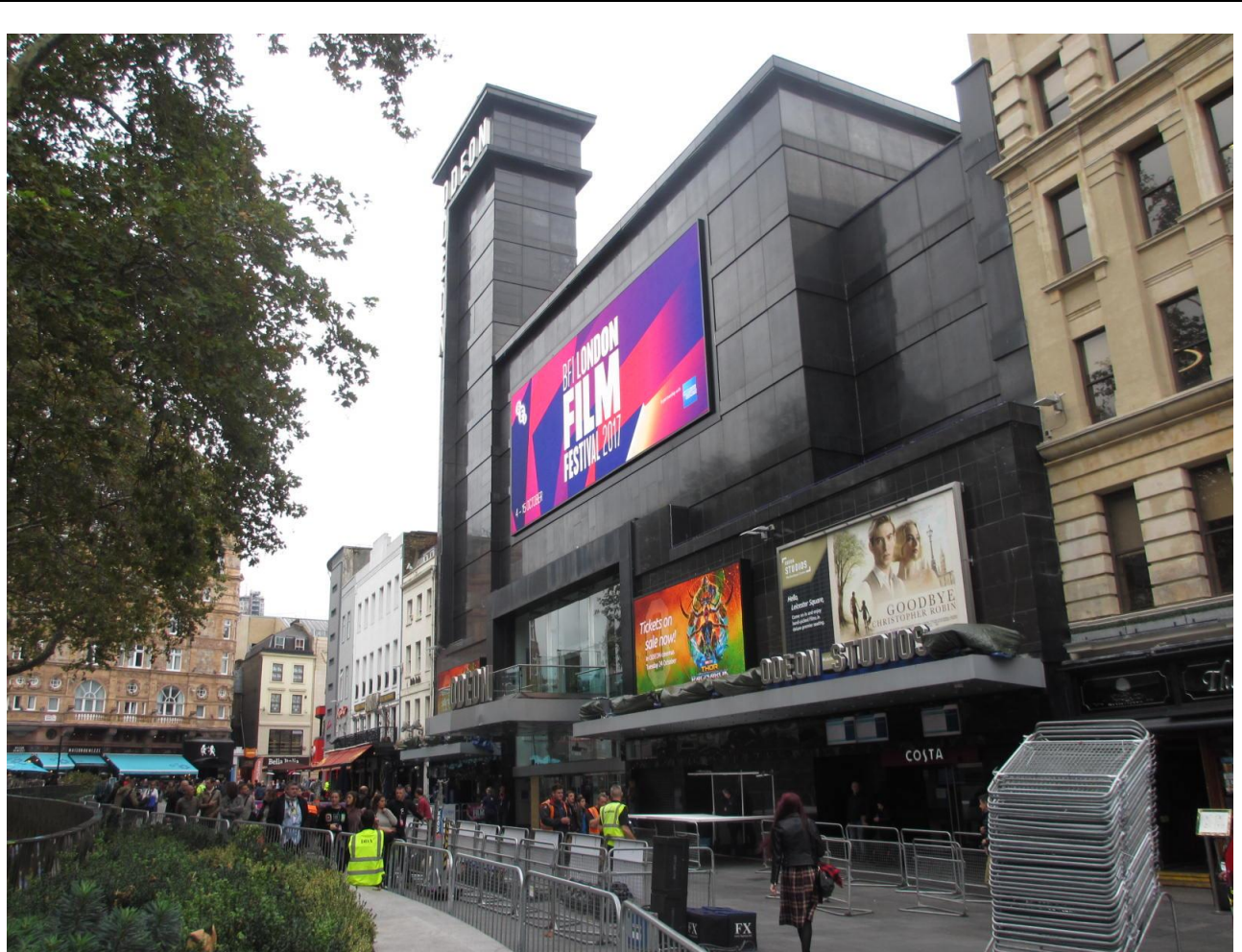
Overall, the proposals are welcomed as they are considered to preserve and enhance the character of the existing building as well as the character and appearance of the Leicester Square Conservation Area.

3. LOCATION PLAN



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4. PHOTOGRAPHS



Odeon Leicester Square



Odeon Leicester Square

5. CONSULTATIONS

WESTMINSTER SOCIETY:

This proposal represents an important improvement to the streetscape and the Westminster Society recommends that it be approved.

ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED:

No. Consulted: 20

Total No. of replies: 0

PRESS ADVERTISEMENT / SITE NOTICE:

Yes

6. Recent Relevant History

None relevant.

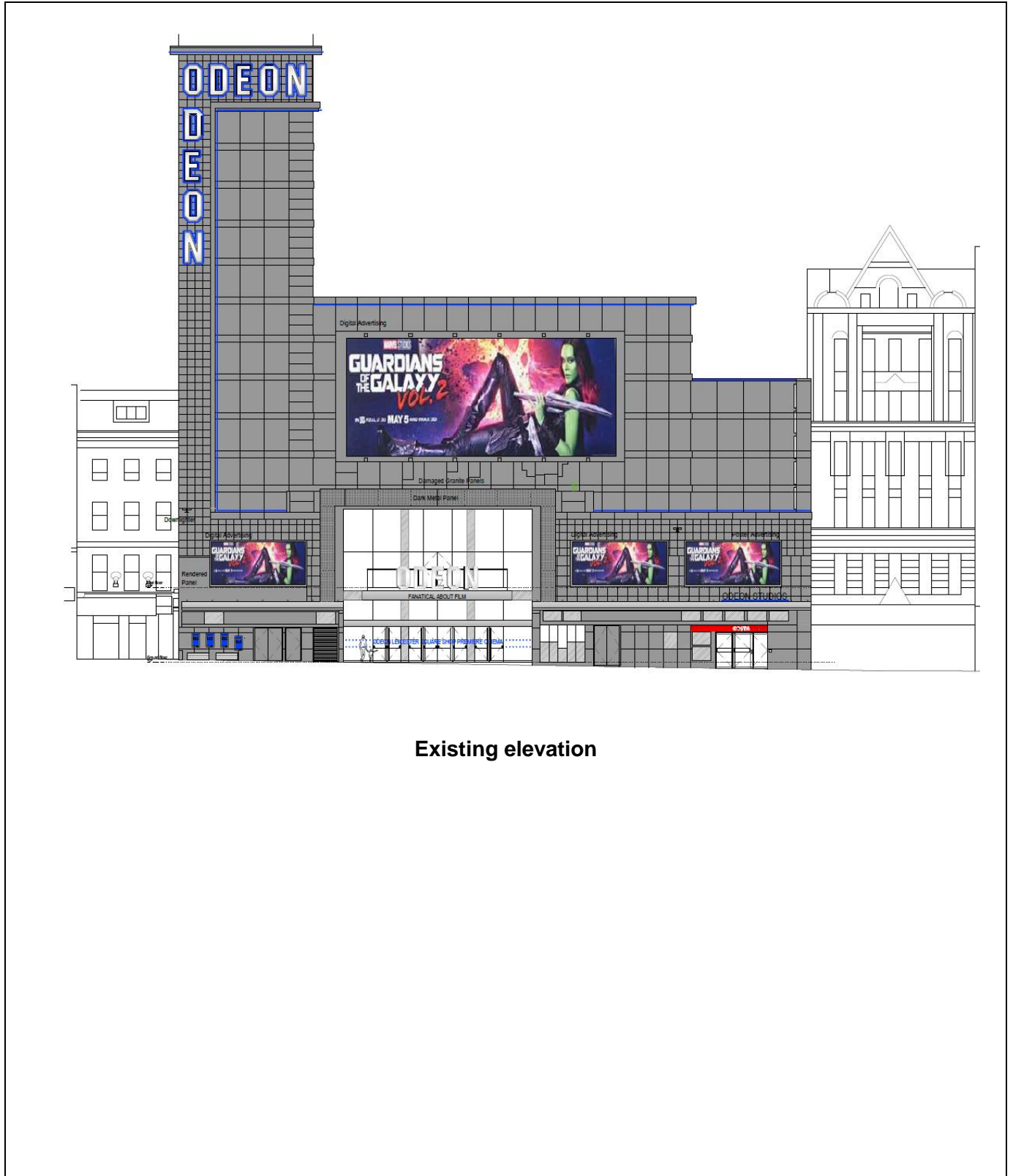
7. BACKGROUND PAPERS

1. Application form
2. Response from Westminster Society dated 7 September 2017

(Please note: All the application drawings and other relevant documents and Background Papers are available to view on the Council's website)

IF YOU HAVE ANY QUERIES ABOUT THIS REPORT PLEASE CONTACT THE PRESENTING OFFICER: VINCENT NALLY BY EMAIL AT vnally@westminster.gov.uk

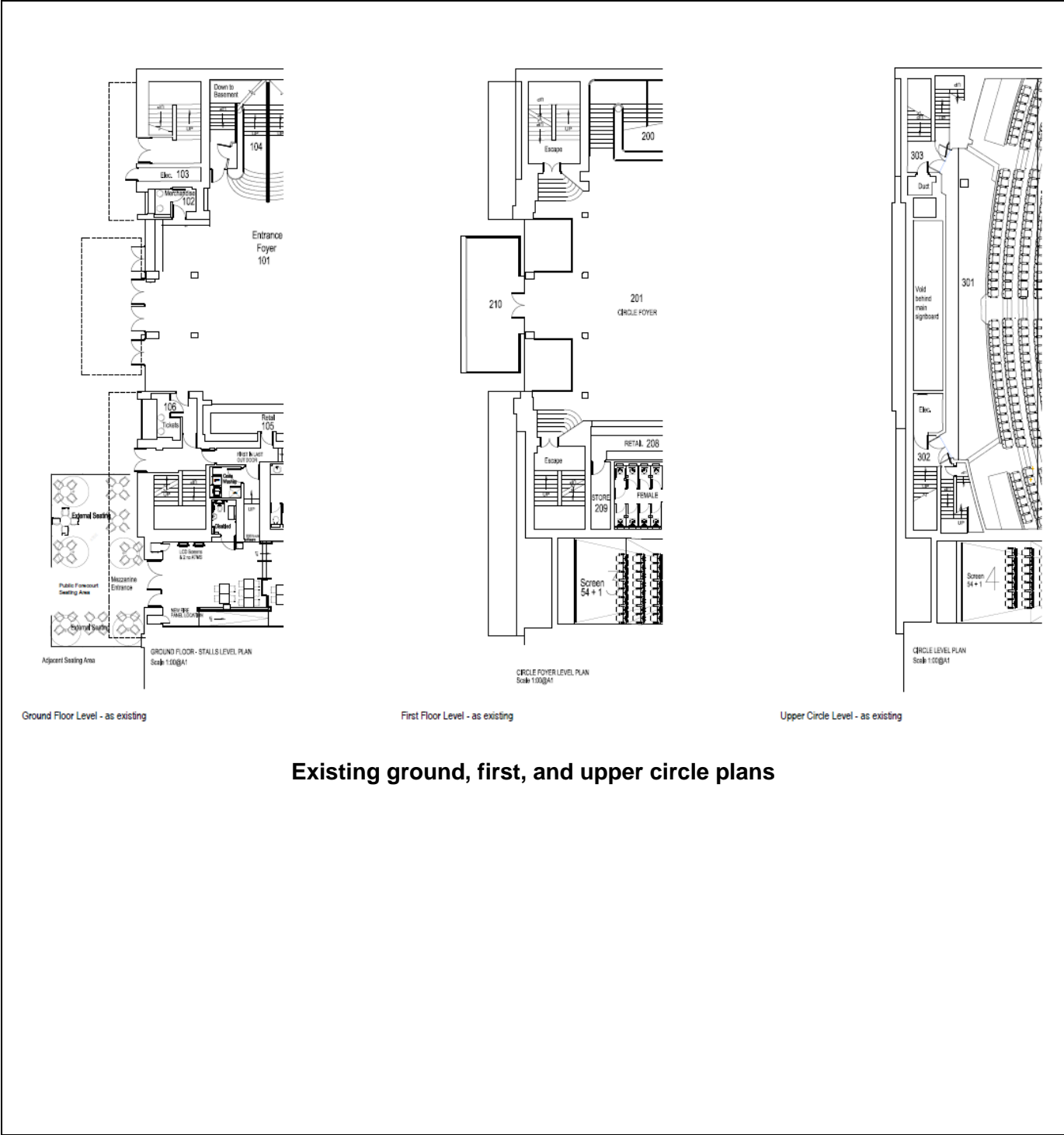
8. KEY DRAWINGS



Existing elevation



Proposed elevation

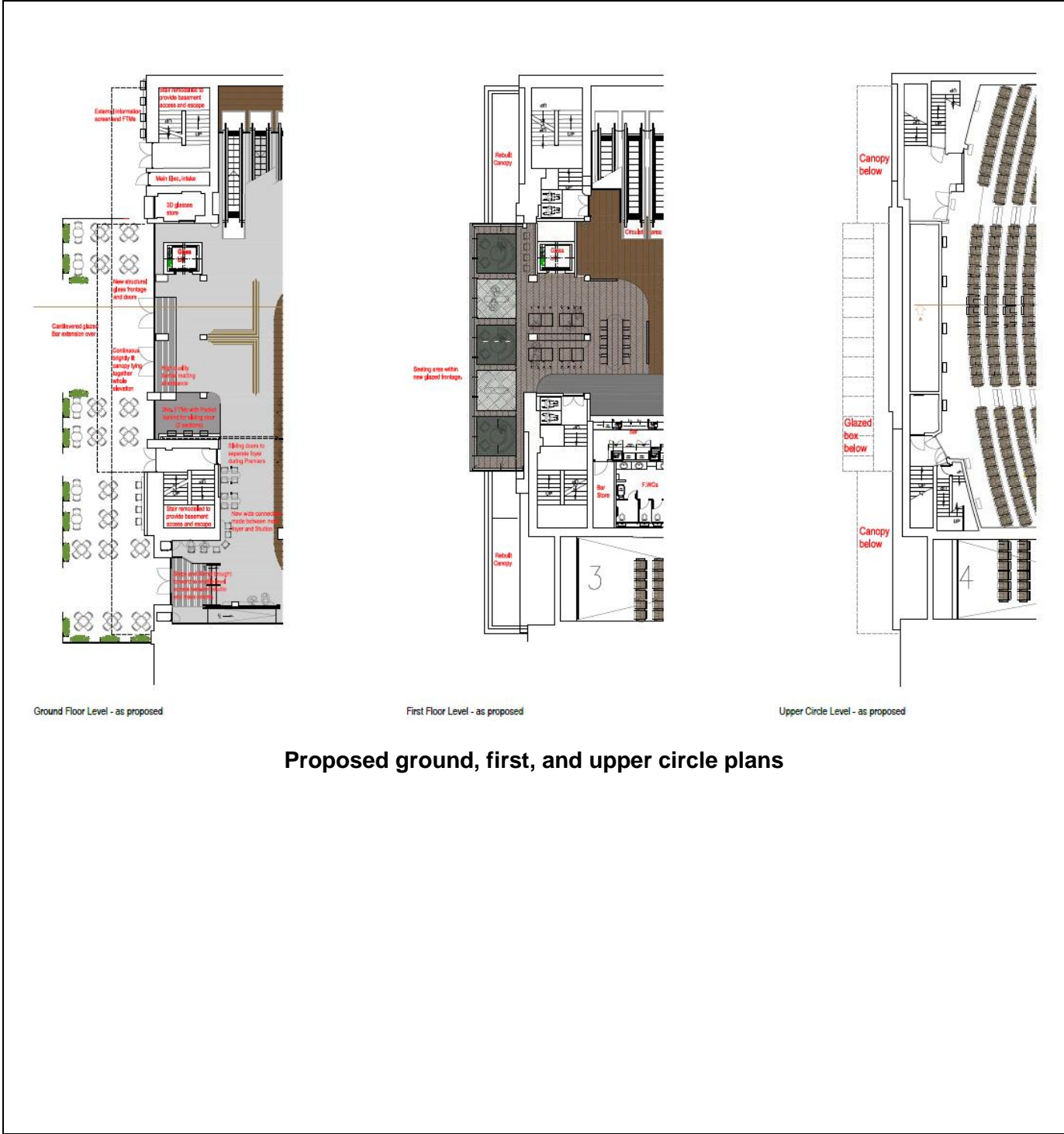


Ground Floor Level - as existing

First Floor Level - as existing

Upper Circle Level - as existing

Existing ground, first, and upper circle plans

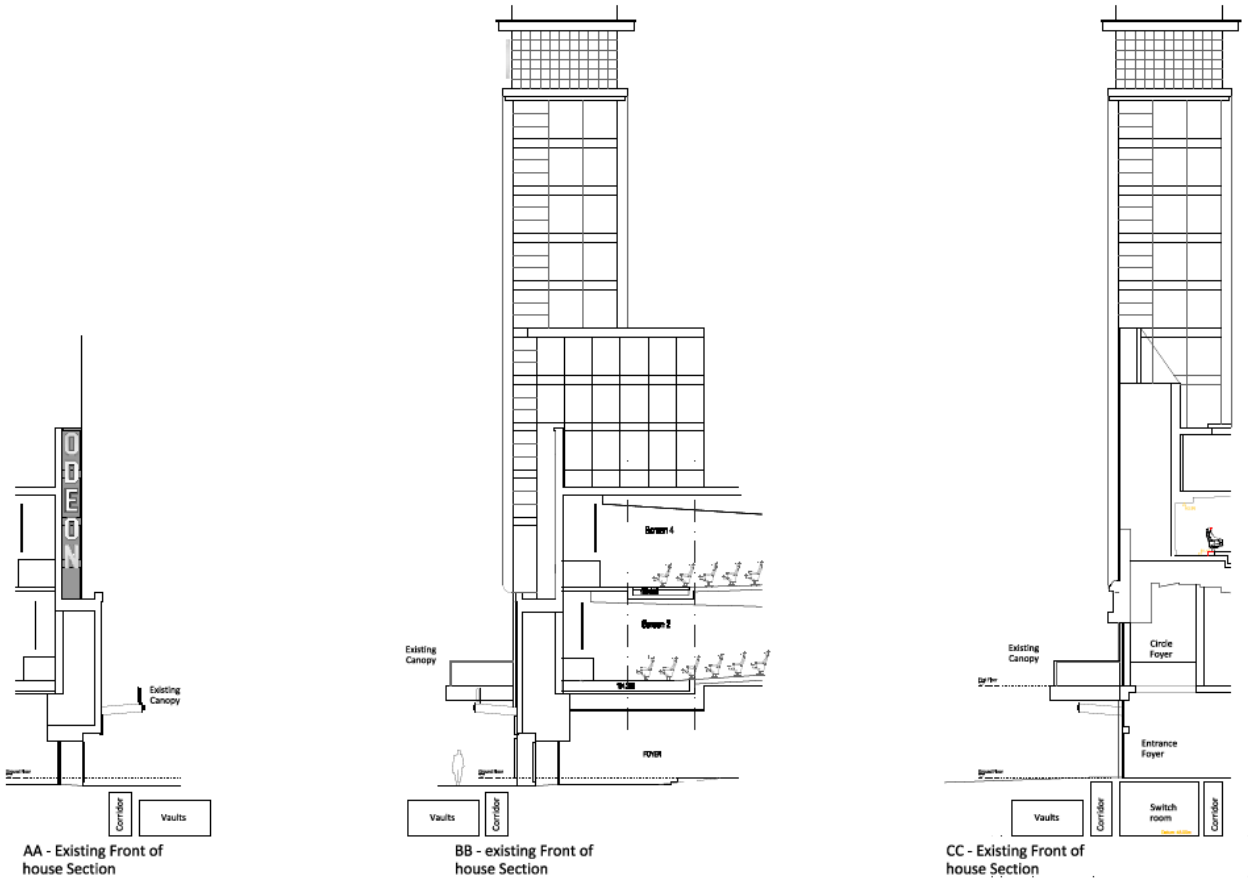


Ground Floor Level - as proposed

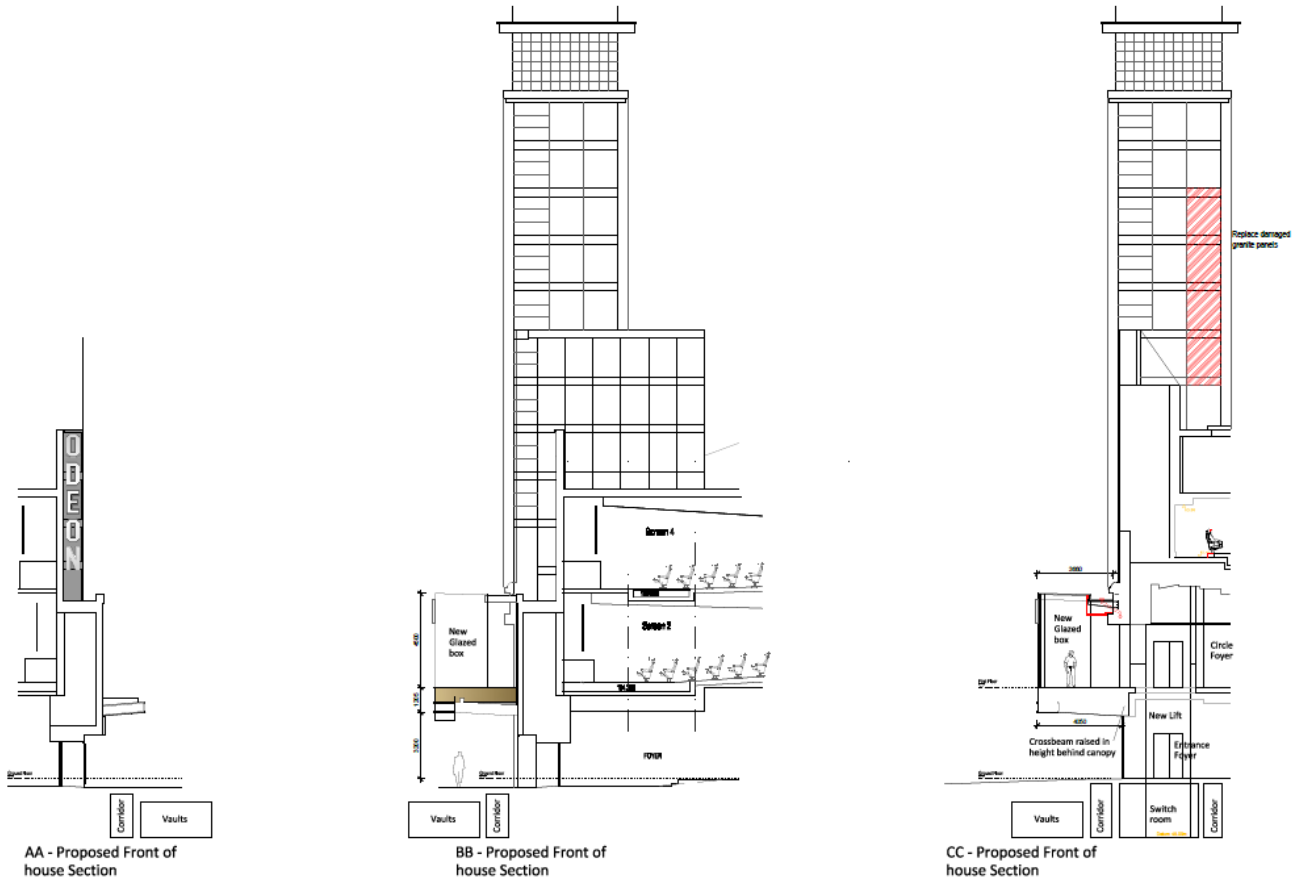
First Floor Level - as proposed

Upper Circle Level - as proposed

Proposed ground, first, and upper circle plans



Existing front sections



Proposed front sections



Proposed image

DRAFT DECISION LETTER

- Address:** 24-27 Leicester Square, London, WC2H 7LE,
- Proposal:** Installation of new cinema canopy, refurbishment of the ground floor entrances and erection of first floor glazed extension.
- Reference:** 17/07604/FULL
- Plan Nos:** 2257 AP(00)02, 2257 AP(04)01A, 2257 AP(04)02A, 2257 AE(05)01E, 2257 AG(05)01E, 2257 AP(06)01A, 2257 AP(06)02A, 2257 AP(00)01, 2257 AC(96)01, Design and Access Statement by Ellis Williams Architects, Planning Statement by Metropolis.

Case Officer: David Dorward

Direct Tel. No. 020 7641 2408

Recommended Condition(s) and Reason(s)

- 1 The development hereby permitted shall be carried out in accordance with the drawings and other documents listed on this decision letter, and any drawings approved subsequently by the City Council as local planning authority pursuant to any conditions on this decision letter.

Reason:

For the avoidance of doubt and in the interests of proper planning.

- 2 Except for piling, excavation and demolition work, you must carry out any building work which can be heard at the boundary of the site only:
- o between 08.00 and 18.00 Monday to Friday;
 - o between 08.00 and 13.00 on Saturday; and
 - o not at all on Sundays, bank holidays and public holidays.

You must carry out piling, excavation and demolition work only:

- o between 08.00 and 18.00 Monday to Friday; and
- o not at all on Saturdays, Sundays, bank holidays and public holidays.

Noisy work must not take place outside these hours unless otherwise agreed through a Control of Pollution Act 1974 section 61 prior consent in special circumstances (for example, to meet police traffic restrictions, in an emergency or in the interests of public safety). (C11AB)

Reason:

To protect the environment of neighbouring occupiers. This is as set out in S29 and S32 of Westminster's City Plan (November 2016) and ENV 6 of our Unitary Development Plan that we adopted in January 2007. (R11AC)

- 3 All new work to the outside of the building must match existing original work in terms of the choice of materials, method of construction and finished appearance. This applies unless differences are shown on the drawings we have approved or are required by conditions to this permission.
(C26AA)

Reason:

To make sure that the appearance of the building is suitable and that it contributes to the character and appearance of this part of the Leicester Square Conservation Area. This is as set out in S25 and S28 of Westminster's City Plan (November 2016) and DES 1 and DES 5 or DES 6 or both and paras 10.108 to 10.128 of our Unitary Development Plan that we adopted in January 2007. (R26BE)

Informative(s):

- 1 In dealing with this application the City Council has implemented the requirement in the National Planning Policy Framework to work with the applicant in a positive and proactive way. We have made available detailed advice in the form of our statutory policies in Westminster's City Plan (November 2016), Unitary Development Plan, Supplementary Planning documents, planning briefs and other informal written guidance, as well as offering a full pre application advice service, in order to ensure that applicant has been given every opportunity to submit an application which is likely to be considered favourably. In addition, where appropriate, further guidance was offered to the applicant at the validation stage.

Please note: the full text for informatives can be found in the Council's Conditions, Reasons & Policies handbook, copies of which can be found in the Committee Room whilst the meeting is in progress, and on the Council's website.