

# TWENTIETH CENTURY HOUSE, 31-32, SOHO SQUARE, LONDON, W.1.: THE CASE FOR ITS RETENTION



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## TWENTIETH CENTURY HOUSE, 31-32, SOHO SQUARE, LONDON, W.1.: THE CASE FOR ITS RETENTION

### I. INTRODUCTION

- I.1 This report has been prepared by chartered architect Paul Velluet on behalf of the Soho Society in response to the current proposal for the demolition of Twentieth Century House at 31-32, Soho Square, as a major part of the proposed development of the overall site comprising nos. 31-32, Soho Square, 65-66, Frith Street, 10, Chapone Place and 22- 25, Dean Street, W.1., which is the subject of the current application for Planning Permission, reference 19/04164/FULL, submitted by CBRE Ltd on behalf of the Royal London UK Real Estate Fund. The report should be read in conjunction with the formal objections of the Soho Society to the current application.
- I.2 The proposed development comprises the proposed demolition of nos. 31- 32, Soho Square and nos. 65-66, Frith Street; their redevelopment to provide a new building comprising two basement levels, ground and seven upper levels of accommodation; alterations and works to nos. 22-25, Dean Street including the erection of a rear extension at first and second floor levels; alterations and works to no. 10, Chapone Place, including the erection of an extension at third floor level; the enlargement and improvement of Chapone Place to provide a new public realm and route through the site linking Soho Square and Dean Street; new, reconfigured and additional BI (office) accommodation, flexible A1/A3 (retail/restaurant) units, A1 (retail) units, an enlarged A3 (restaurant) unit and a flexible D1/D2 (non- residential institutions/assembly and leisure) unit.
- I.3 This report is based on an internal and external inspection of Twentieth Century House, an assessment of its settings in Soho Square, Frith Street and Chapone Place, a detailed review of the documentation submitted in support of the application for Planning Permission, and on research on the history and development of the existing building. Particulars of Paul Velluet's qualifications and experience are attached as Appendix D at the end of the report.
- I.4 The report concludes that:
- Twentieth Century House is a building of particular architectural and historic interest and significance and is rightly recognised together with 33-34 and 35, Soho Square by the City Council as an 'Unlisted Building of Merit' considered to make a positive contribution to the Soho and Chinatown Conservation Areas in the City Council's *Soho and Chinatown Conservation Areas Audit SPG* and may thus be properly considered as a 'non-designated heritage asset' under the provisions of the *National Planning Policy Framework*.

- Twentieth Century House contributes positively to the character, appearance and significance of the Soho Conservation Area and to the immediate and wider settings of listed buildings and structures on the south-western, north-western, north-eastern and south eastern sides of Soho Square, and at the centre of the square, and in Frith Street, and the heart of the square as a scheduled square under the *London Squares Preservation Act, 1931*.
- The proposed demolition of Twentieth Century House would seriously harm the character, appearance and significance of the Soho Conservation Area as a designated heritage asset and the immediate and wider settings of listed buildings and structures on the south-western, north-western, north-eastern and south-eastern sides of Soho Square, and at the centre of the square, and in Frith Street, and the heart of the square as designated heritage assets. In the absence of adequate justification and public benefits that would balance or outweigh such harm, the proposals are contrary to the relevant policy provisions of the *National Planning Policy Framework*, the *London Plan* and the *City of Westminster Local Plan*.
- The proposed demolition of Twentieth Century House would fail to preserve the immediate and wider settings of listed buildings and structures on the south-western, north-western, north-eastern and south eastern sides of Soho Square, and at the centre of the square, contrary to Section 66 of the *Town and Country Planning (Listed Buildings and Conservation Areas) Act*.
- The proposed demolition of Twentieth Century House would fail to preserve or enhance the character or appearance of the Soho Conservation Area contrary to Section 72 of the *Town and Country Planning (Listed Buildings and Conservation Areas) Act*.
- The increased height, bulk and external design of the proposed development on the site of Twentieth Century House would seriously harm the character, appearance and significance of the Soho Conservation Area and the immediate and wider settings of listed buildings and structures on the south-western, north-western, north-eastern and south-eastern sides of Soho Square, and at the centre of the square, and in Frith Street, as designated heritage assets. In the absence of adequate justification and public benefits that would balance or outweigh such harm, the proposals are contrary to the relevant policy provisions of the *National Planning Policy Framework*, the *London Plan* and the *Westminster's City Plan*.
- The increased height, bulk and external design of the proposed development on the site of Twentieth Century House would fail to preserve the immediate and wider settings of listed buildings and structures on the south-western, north-western, north-eastern and south-eastern sides of Soho Square, and at

the centre of the square, contrary to Section 66 of the *Town and Country Planning (Listed Buildings and Conservation Areas) Act*.

- The increased height, bulk and external design of the proposed development on the site of Twentieth Century House would fail to either preserve or enhance the character or appearance of the Soho Conservation Area contrary to Section 72 of the *Town and Country Planning (Listed Buildings and Conservation Areas) Act*, and
- There is no sound reason why the retention and further refurbishment and enhancement of Twentieth Century House as part of the overall development of the application-site cannot be explored as an alternative and very much more sustainable approach to the future of this important part of Soho, entirely consistent with the provisions of the *National Planning Policy Framework*.

## 2. THE DESIGN, INTEREST AND SIGNIFICANCE OF TWENTIETH CENTURY HOUSE

- 2.1 Twentieth Century House was designed for Conduit Property Investments Ltd by Gordon Jeeves Architects in 1936. It was built between 1936 and 1937 and replaced three, much altered and extended houses with 17<sup>th</sup> century origins – nos. 31 and 32, Soho Square and 67, Frith Street (see *The Survey of London, Volumes 33 and 34, The Parish of St Anne, Soho*, p. 115). At the time of the design of Twentieth Century House, the principals of the practice, then based (according to the title-blocks on the plans of the property held in the Westminster City Council's Archives) at 16, Hanover Square, W.1., were S. Gordon Jeeves MC, FRIBA (1888-1964) and Cecil William Eve, BA, ARIBA (1900- 1985).
- 2.2 Through the late-1920s and the 1930s and for some twenty-five years after the War, the firm was extensively involved in the design of office, retail and residential developments in London and elsewhere. Such projects included offices at 22-23, Hanover Square of 1926-1928 – very recently demolished; the grade II listed, Art Deco Ideal House at the corner of Great Marlborough Street and Argyll Street, W.1. of 1927-1929, in collaboration of Raymond Hood of New York; 17-19, Stratford Place, W.1. of 1931; Berkeley Square House on the west side of Berkeley Square, W.1. of 1937-1938; 25, Savile Row, W.1. of 1937-1938; Stuart House at nos. 23-25, Soho Square of 1938-1939 – extensively reconstructed with a new, street-elevation to the Square in 1997; 32-34, Grosvenor Square, W.1. of 1958-1960; the Art Deco Drage's at 73-89, Oxford Street, W.1. of 1929-1930, with H.A. Welch – demolished in recent years; Latymer Court in Hammersmith Road, W.14. of 1934; Dolphin Square, Pimlico, S.W.1. of 1935-1937; and The Earls Court Exhibition Centre in Warwick Road of

1936-1937, in collaboration with C. Howard Crane of Chicago – recently demolished. Whilst only one of these buildings is listed – Ideal House, at the corner of Great Marlborough Street and Argyll Street – and the design of its distinctly Art Deco street elevations reliably attributed to Raymond Hood rather than to Gordon Jeeves, some of the firm’s work in London represents some of the most distinctive, ‘Neo-Georgian’ architecture of the inter-War period as reflected in office development such as Twentieth Century House in Soho Square of 1936-1937 and Dolphin Square, in Pimlico of 1935-1937.

- 2.3 According to the records retained in the City of Westminster Archives Centre. Planning Permissions for the development of the site of nos 31 and 32, Soho Square and no 67, Frith Street with an office building and film store were granted by the LCC in December, 1936 and March, 1937. The accompanying eighth-inch scale drawings showing sections through the proposed building and its rear elevation and plans of the proposed new building at ground and upper floor levels are dated August, 1936 and October, 1936, respectively. Film-rushes for the British Movietone News newsreel covering the demolition of nos 31 and 32, Soho Square and 67, Frith Street, the construction of Twentieth Century House on their site and the formal opening of the new building on 12<sup>th</sup> May, 1938, accessible on *YouTube*, clearly show that the site and the new development was let to the Twentieth Century Fox Film Company (by Knight Frank Rutley) and occupied by the firm from the very beginning to the present.

#### THE INTERIOR

- 2.4 Whilst the steel-framed construction of the building and the centrally placed vertical circulation-core clearly facilitated the use of the ground and upper floors of the building for open-plan offices, as now implemented. However, with the exception of a limited number of rooms intended for senior management located at the external corner of the building at first, second and third floor levels together with the Board Room at second floor level, which still survive intact or are very little changed, the interior was only subdivided with non-loadbearing partitions to a limited degree. Importantly, the offices for senior management and the Board Room were given a formal treatment which included elegant, oak panelling and chimney-pieces and classically-detailed ceiling-cornices of authentic Georgian character. These all survive. The spacious entrance hall at ground floor level, the lift-lobbies at each floor level and the main staircase, most of which survive largely intact are more ‘modernistic’ in architectural character. The staircase possesses an elegantly detailed, wreathed, polished-brass handrail located on a reinforced concrete staircase-parapet of Modernistic character. Recent photographs of the interior of the building and of plans of the building as first designed are attached as Appendices B and C at the end of this report.
- 2.5 Of particular note at a mezzanine level between ground and basement levels and accessed from a tall lobby reached from a spacious staircase leading down directly

from the entrance hall are the two, preview-cinemas annotated on the original plans as 'try-out rooms' and as seating eighty-eight and twelve people respectively. As with other rooms and spaces within the building, significant features of the original interior of the smaller of the two preview-cinemas, 'The Executive Theatre', remain clearly visible, whilst those in the larger of the cinemas, 'The Century Theatre', are presently concealed from view by modern, lightweight wall and ceiling linings.

- 2.6 Whilst the interior of the building has been sensitively refurbished in comparatively recent years, the only real visual impact results from the installation of dropped ceilings in the generally open office areas. As noted above, the original corner offices for senior management at first, second and third floor levels, together with the *en-suite* bathroom at second floor level, the Board Room at second floor level, the greater part of the entrance hall, the smaller of the preview cinemas, the lobby to the preview-cinemas and the main staircase from ground floor to sixth floor remain without dropped ceilings.
- 2.7 Overall, the interior of Twentieth Century House possesses considerable architectural and historic interest deriving from the survival of extensive, original spaces and features of particular interest and significance – both Georgian Revival and Modernistic in architectural character; from its continuing function from 1937 as the United Kingdom headquarters of Twentieth Century Fox, one of the most important film companies in the world through a major part of the twentieth century and to the present; and from its continuing role since 1937 as a major contributor to the important group of film and visual media businesses centred in this part of London, W.1. since the 1920s.

## THE EXTERIOR

- 2.8 Externally, Twentieth Century House presents two well considered and well detailed street-elevations at the southern corner of Soho Square and along the south-western side of the north-western end of Frith Street. The base-storey at ground floor level is faced in rusticated, reconstituted Portland Stone; the first, second and third floor storeys faced in hand-made, red brick laid to English Bond, the attic-storey at fourth floor level faced in Portland Stone, the mansard roof-storey is faced in clay tiles, and the recessed sixth floor storey faced in red brick laid to English Bond. The projecting entrance-portico is constructed in reconstituted Portland Stone. The architraves of the window-openings at first floor level, the key-stones above the window-openings at second and third floor levels, the principal cornice and frieze, the blocking-course above the cornice and the band-course directly below the attic-storey are constructed in Portland Stone. Recent photographs of the exterior of the building are attached as Appendix A at the end of this report.
- 2.9 The building rises through five storeys from a raised stone plinth on the frontages to Soho Square, defined by classically detailed, stone, obelisk bollards linked with hanging

iron chains, and from a basement area on the frontage to Frith Street, defined by decorative iron railings of Art Deco character. The ground floor storey is treated as a rusticated, stone base-storey and the fourth floor storey being treated as an ashlar stone attic-storey. Clay-tiled mansard roof-slopes with projecting dormers rise directly from behind the stone blocking-course above the cornice. A further brick-faced storey at sixth floor level is set back behind the mansard roof-slopes – its lower half entirely concealed by the upper part of the mansard roof-slopes. A modestly sized brick-faced plant-room is located at roof level, well set back from the leading edges of the roof-parapets of the sixth floor storey. The north-west facing elevation of the building to Soho Square comprises five regular bays and the north-east elevation two, regularly-spaced bays, whilst the north-east facing elevation to Frith Street comprises eight, regularly-spaced bays. No attempt was made by the architects to reproduce the spacing of the fenestration of the original, much altered and extended historic houses on the site.

- 2.10 The window-openings at second and third floor levels have traditionally detailed, flat-arched, brick heads with central key-stones. As noted above, the window-openings at first floor level have traditionally detailed, stone architraves, whilst the jambs of those at fourth floor level are subtly defined with modestly recessed margins.
- 2.11 All the window-openings contain eight-over-eight, subdivided, painted-joinery, sash-windows of traditional, 18<sup>th</sup> century detail, set back modestly from the external face of the walls.
- 2.12 Of particular note externally is the original and highly distinctive, circular, neon '20<sup>th</sup> Century Fox' logo sign located at high level – above the north-west facing mansard roof-slope fronting the Square. This constitutes a significant feature of both the building and the Square.
- 2.13 The rear elevations of the building are entirely utilitarian in character and faced in a machine-made, silver-grey brick laid to English Bond. The fenestration comprises painted-steel, Crittall-type, casement-windows.
- 2.14 The architects of Twentieth Century House made no attempt to reproduce the external appearance of one or more late-17<sup>th</sup> or 18<sup>th</sup> century houses on the site. Instead, they chose to design a building of distinctive 20<sup>th</sup> century character in its scale and general design – reflecting the prevailing 'neo-Georgian' architectural taste of the inter-War period - but wisely drawing upon sound, 18<sup>th</sup> century, architectural sources for the design and detailing of the fenestration, and on sound, classical detailing for key features of the elevations such as the principal cornice and frieze, the attic-storey (with the projecting band immediately below), the rusticated base-storey and the projecting portico. In this, the architects established a successful rapport with not only the surviving, late-17<sup>th</sup> century and 18<sup>th</sup> century properties fronting the Square and Frith Street, but also with the other 20<sup>th</sup> century buildings around the Square of either

distinctly 'neo-Georgian' character or those incorporating subdivided glazing and sound classical detailing, such as R.J. Worley's listed Arts and Crafts no. 3, Soho Square of 1903 on the south-western side of the Square, north-west of the junction with Carlisle Street, and Adams and Holden's listed re-facing and extension to nos 29-30, Soho Square of 1909-1910 – the former *Hospital for Women* – on the south-eastern side of the Square between Bateman's Buildings and Frith Street.

- 2.15 Externally, Twentieth Century House relates closely to Leslie Norton's 33-34, Soho Square of 1950, the five-and-a half bay building immediately adjacent to the north-west, and to the inter-War 35, Soho Square, the three-bay building to the immediate north-west of 33-34 – indeed, significantly, all three are grouped together in the schedule of unlisted buildings of merit making a positive contribution to the Soho and Chinatown Conservation Areas contained in the *City Council's Soho and Chinatown Conservation Areas Audit*.

#### THE OVERALL INTEREST AND SIGNIFICANCE OF THE BUILDING

- 2.16 Twentieth Century House is a building of particular architectural and historic interest and significance and is rightly recognised together with 33-34 and 35, Soho Square by the City Council as an 'Unlisted Building of Merit' considered to make a positive contribution to the Soho and Chinatown Conservation Areas in the City Council's *Soho and Chinatown Conservation Areas Audit SPG* and may thus be properly considered as a 'non-designated heritage asset' under the provisions of the *National Planning Policy Framework*.
- 2.17 Anomalously, in Section 4 of the *Heritage, Townscape and Visual Impact Assessment* submitted in support of the proposals for the demolition of the existing building and the redevelopment of the site, the author suggests that Twentieth Century House only makes 'a neutral contribution to the significance of the area' based on the questionable view that 'there are no adjacent heritage assets' – this is at odds with the identification of 33-34, Soho Square as a non-designated heritage asset' in the Council's conservation area audit; that 'whilst it defines the south-west corner of Soho Square it has no significant relationship with this space'; that 'the inactive and largely blank (sic) ground floor contributes little to the local townscape'; that 'it has no significant relationship with the central space'; and that 'the office use and blank ground floor contribute nothing positive in this corner of the square'. Quite extraordinarily, the author fails to recognise the considerable significance of the continuous occupation of the building by Twentieth Century Fox since 1937 and its continuous function as an important administrative and operational base for the film and visual media world in the United Kingdom, which is still very much centred in this part of Central London, and forms part of the character of Soho.
- 2.18 Importantly, from the early-20<sup>th</sup> century onwards, Wardour Street and those parts of Soho to west and east, such as Soho Square, have formed the hub of the UK film



industry and remain the centre of post-production activity in the UK. Twentieth Century House as the UK headquarters of Twentieth Century Fox is notable for the remarkable number of key figures from the film industry who have passed through its doors – a little bit of Hollywood in the heart of Soho. In the period from the mid-‘eighties to the early-‘nineties alone, such figures included Jack Lemmon, Walter Matthau, Terence Stamp, Julia Roberts, Lauren Bacall, Elliot Gould, Anjelica Houston, Rutger Hauer, Peter O’Toole, Peter Ustinov, Omar Sharif, Rob Lowe, Denzel Washington, Harry Dean Stanton, John Malkovich and Hugh Grant.

### **3. THE CONTRIBUTION MADE BY TWENTIETH CENTURY HOUSE TO THE CONSERVATION AREA AND TO THE SETTINGS OF LISTED BUILDINGS**

- 3.1 As noted above, Twentieth Century House is rightly recognised together with 33-34 and 35, Soho Square by the City Council as an ‘Unlisted Building of Merit’ considered to make a positive contribution to the Soho and Chinatown Conservation Areas in the City Council’s *Soho and Chinatown Conservation Areas Audit SPG* and may thus be properly considered as a ‘non-designated heritage asset’ under the provisions of the *National Planning Policy Framework*.
- 3.2 In this connection, Twentieth Century House makes a positive contribution to the character, appearance and significance of the Square and the conservation area of which it forms an integral part through its consistency in scale and character with 33-34 and 35, Soho Square in their defining a significant part of the south-western side of the Square.
- 3.3 Given its particular scale and significant location at the southern corner of the Square, marking the corner of Frith Street, Twentieth Century House plays a major townscape role in views south-westwards along the south-eastern side of the Square, in views south-eastwards along the south-western side of the Square, and, when the trees in the central garden are not in full leaf, in views from within the heart of the Square. See copies of photographs appended at the end of this report. Of the four corners of the Square, only the group of original, 18<sup>th</sup> century, grade II\* and grade I listed buildings at the eastern corner of the Square comprising no. 26, Soho Square and the House of St Barnabas at no. 1, Greek Street, marking the corner of Greek Street, provide a more significant townscape contribution. Importantly, too, Twentieth Century House also plays a major townscape role in views north-westwards along Frith Street, particularly by the way in which the stone-faced base-storey and attic-storey contribute to reconciling the overall height of the street-façade with the lesser heights of the frontages of the listed properties in the street.
- 3.4 Twentieth Century House also makes a significant contribution to the character, appearance and significance of Soho Square and the conservation area of which it

forms an integral part by reflecting the prevailing scale of the street-facades of the many of the existing buildings around the Square; the prevailing use of brick as the facing material for the majority of buildings around the Square; the prevailing use of sound, classical detailing for key features of the street-elevations of the majority of buildings around the Square; and importantly, the prevailing use of sub-divided sash-windows for the majority of buildings around the Square.

- 3.5 Importantly, Twentieth Century House forms part of the immediate settings of nearby listed buildings and structures such as nos 36 and 37, Soho Square – on the south-western side of the Square, the former *Hospital for Women* at nos 29 and 30, Soho Square – on the south-eastern side of the Square, the tool-house within the heart of Square, and nos 63 and 64, Frith Street, and part of the wider settings of the other listed buildings around the Square and in Frith Street.
- 3.6 Twentieth Century House contributes positively to the character, appearance and significance of the Soho Conservation Area and to the immediate and wider settings of listed buildings and structures on the south-western, north-western, north-eastern and south eastern sides of Soho Square, and at the centre of the square, and in Frith Street, and the heart of the square as a scheduled square under the *London Squares Preservation Act, 1931*.
- 3.7 Anomalously, in Section 4 of the *Heritage, Townscape and Visual Impact Assessment* submitted in support of the proposals for the demolition and redevelopment of the building, the author suggests that Twentieth Century House only makes ‘a neutral contribution to the significance of the area’ based on the questionable view that ‘there are no adjacent heritage assets’ – this is at odds with the identification of 33-34 Soho Square as a non-designated heritage asset’ in the Council’s conservation area audit; that ‘whilst it defines the south-west corner of Soho Square it has no significant relationship with this space’; that ‘the inactive and largely blank (sic) ground floor contributes little to the local townscape’; that ‘it has no significant relationship with the central space’; and that ‘the office use and blank ground floor contribute nothing positive in this corner of the square’. Quite extraordinarily, the author fails to recognise the considerable significance of the continuous occupation of the building by Twentieth Century Fox since 1937 and its continuous function as an important administrative and operational base for the film and visual media world in the United Kingdom, which is still very much centred in this part of Central London, and forms part of the character of Soho.

#### 4. THE POTENTIAL IMPACT OF THE PROPOSALS TO DEMOLISH AND REDEVELOP TWENTIETH CENTURY HOUSE

- 4.1 The submitted proposals propose the complete demolition of Twentieth Century House and the redevelopment of its site with a new building of considerably greater bulk and height than the existing building, resulting from an increase in the number of floors from six to seven, the cumulative effect of increased floor-to-floor heights, and the replacement of the present mansard roof-slopes at fifth floor level and the set-back storey at sixth floor level with elevations rising up sheer from footway level to almost the same level as the existing roof-level. The overall height of the proposed development (excluding the plant-enclosure) is increased by the equivalent of almost one and half storeys of the existing building. Importantly, the external design of the proposed street-elevations is markedly different from that of the existing building with bland, almost floor-to-ceiling fenestration at ground, first, second, third, fourth and fifth floor levels. The proposed street-elevations reflect little if any of the neo-Georgian character of Twentieth Century House or its neighbours at 33-34 and 35, Soho Square, or indeed that of any other buildings in the Square with the possible exception of the re-fronted 23-25, Soho Square on the north-eastern side of the Square.
- 4.2 In Section 7 of the *Heritage, Townscape and Visual Impact Assessment* submitted in support of the proposals for the demolition and redevelopment of the building, the author puts forward many claims for the potential benefits of the proposals, concluding that 'The scheme holds out the promise of becoming (a) valued addition to the streetscape and the local area generally', that 'it will enhance the local townscape', that 'the new building will be a valuable and positive addition in terms of use, built form, design and place making within the local area' and that it 'will contribute positively to making places better for people (in respect of architecture, urban design and townscape), and to local character and distinctiveness'. However, in relation to the proposed redevelopment of the site of Twentieth Century House in particular, close and careful comparison between the height, bulk and external design of the street frontages of the existing building and the proposed building will reveal that such potential benefits are unlikely to accrue.
- 4.3 If approved and implemented, the proposed demolition of Twentieth Century House would seriously harm the character, appearance and significance of the Soho Conservation Area as a designated heritage asset and the immediate and wider settings of listed buildings and structures on the south-western, north-western, north-eastern and south-eastern sides of Soho Square, and at the centre of the square, and in Frith Street, and the heart of the square as designated heritage assets. In the absence of adequate justification and public benefits that would balance or outweigh such harm, the proposals are contrary to the relevant policy provisions of the *National Planning Policy Framework*, the *London Plan* and the *City of Westminster Local Plan*.

- 4.4 If approved and implemented, the proposed demolition of Twentieth Century House would fail to preserve the immediate and wider settings of listed buildings and structures on the south-western, north-western, north-eastern and south eastern sides of Soho Square, and at the centre of the square, contrary to Section 66 of the *Town and Country Planning (Listed Buildings and Conservation Areas) Act*.
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- 4.6 If approved and implemented, the increased height, bulk and external design of the proposed development on the site of Twentieth Century House would seriously harm the character, appearance and significance of the Soho Conservation Area and the immediate and wider settings of listed buildings and structures on the south-western, north-western, north-eastern and south-eastern sides of Soho Square, and at the centre of the square, and in Frith Street, as designated heritage assets. In the absence of adequate justification and public benefits that would balance or outweigh such harm, the proposals are contrary to the relevant policy provisions of the *National Planning Policy Framework*, the *London Plan* and the *Westminster's City Plan*.
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- 4.8 If approved and implemented, the increased height, bulk and external design of the proposed development on the site of Twentieth Century House would fail to either preserve or enhance the character or appearance of the Soho Conservation Area contrary to Section 72 of the *Town and Country Planning (Listed Buildings and Conservation Areas) Act*.
- 4.9 There is no sound reason why the retention and further refurbishment and enhancement of Twentieth Century House as part of the overall development of the application-site cannot be explored as an alternative and very much more sustainable approach to the future of this important part of Soho, entirely consistent with the provisions of the *National Planning Policy Framework*.

**APPENDIX A**

**VIEWS OF THE EXTERIOR OF TWENTIETH CENTURY HOUSE AND ITS SETTING**



**Summertime view of Twentieth Century House from the heart of Soho Square**



View of Twentieth Century House from the south-western side of Soho Square, showing the surviving, original circular, 20<sup>th</sup> Century Fox logo neon-sign at roof-level facing into the Square



View of Twentieth Century House from the south-eastern side of Soho Square



View of Twentieth Century House from the north-eastern side of Frith Street





The main entrance to Twentieth Century House: View from the north-west



The original, circular, 20<sup>th</sup> Century Fox logo neon-sign at roof level facing into Soho Square



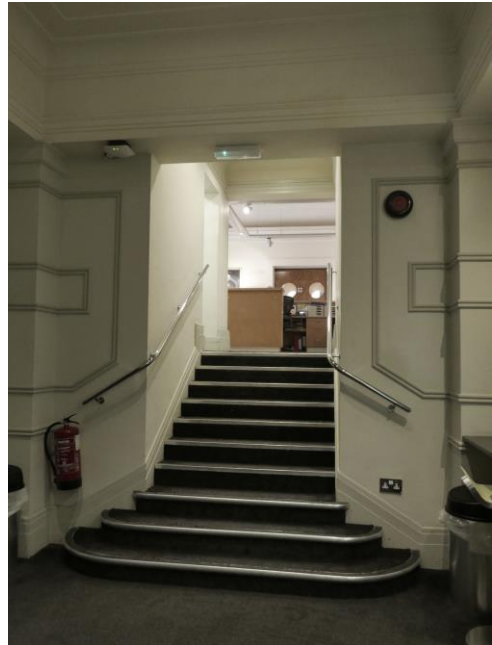
The classic 20<sup>th</sup> century Fox logo on which the design of the sign is based

**APPENDIX B**

**VIEWS OF THE INTERIOR OF TWENTIETH CENTURY HOUSE AS EXISTING**



**The Entrance Hall at ground floor level and the opening leading down to the two preview-cinemas, showing surviving, original decorative, ceiling and wall plasterwork and veneered doors**



Views of the staircase leading from the Entrance Hall down to the lobby serving the two preview-cinemas showing surviving, original, decorative ceiling and wall plasterwork and polished-brass handrails



The lobby serving the two preview-cinemas showing surviving, original, decorative ceiling and wall plasterwork



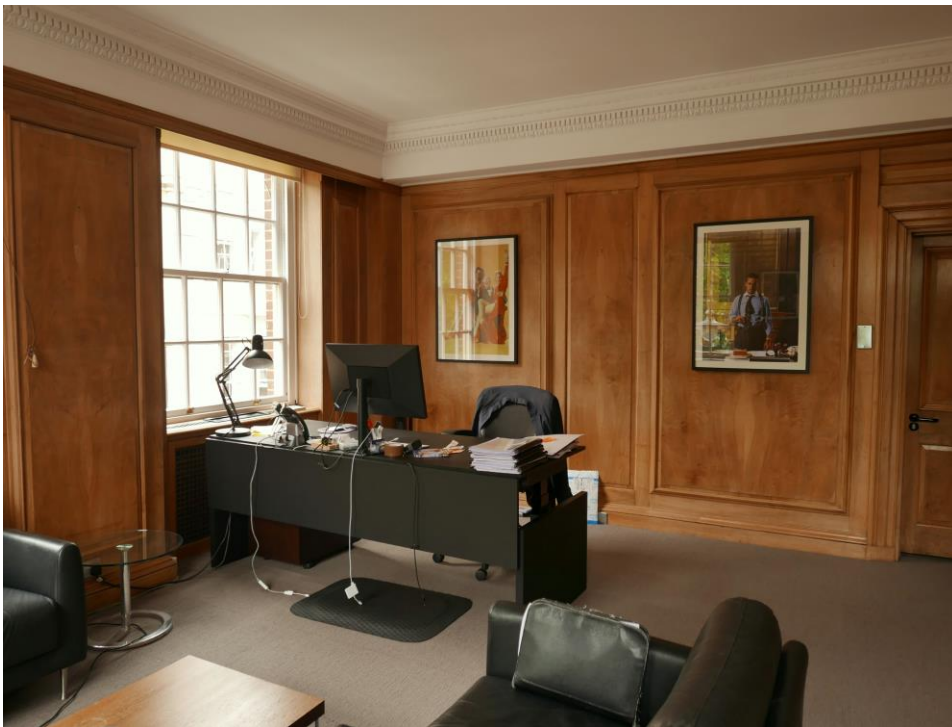
**The Century Theatre – the larger of the two preview-cinemas - showing the modern wall and ceiling linings concealing, surviving, original decorative ceiling and wall plasterwork**



**The Executive Theatre – the smaller of the two preview-cinemas - showing the surviving, original, decorative ceiling plasterwork and the modern wall linings**



The Board Room at second floor level, showing the surviving, original, full-height, oak panelling and classically-detailed ceiling-cornices

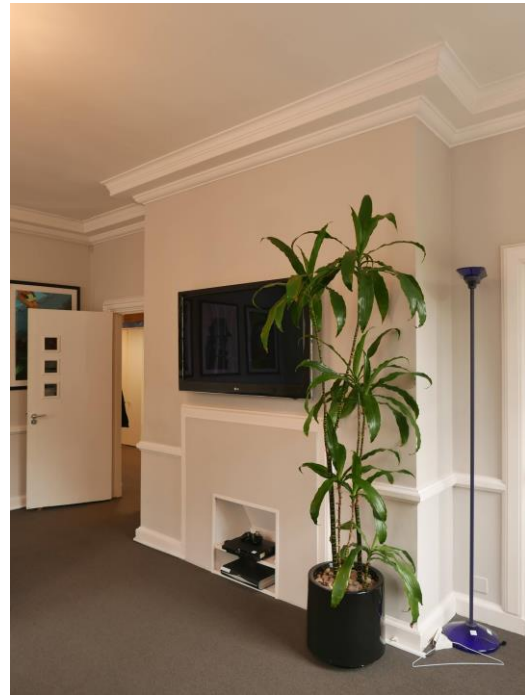


The corner office at second floor level, showing the surviving, original, full-height, hardwood panelling, the classically-detailed ceiling-cornices, the carved hardwood chimney-piece, the stainless-steel fireplace and the travertine slips



The hardwood-lined lobby and the private bathroom serving the corner office at second floor level showing the surviving, original, marble-mosaic floor and ceramic wall-tiling





The corner office at third floor level showing surviving, original, classically-detailed ceiling-cornices and joinery



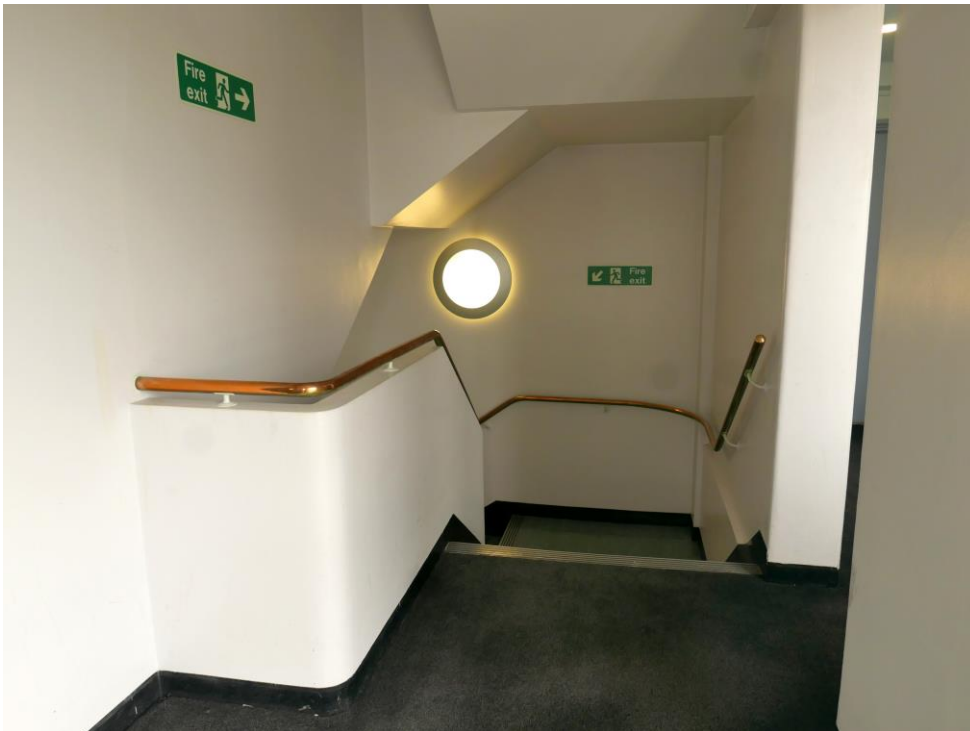
The corner office at first floor level, showing surviving, original, classically-detailed ceiling-cornices and joinery



Typical, modernised, open and individual office-areas (at sixth floor level), showing surviving, original dado-rails and skirtings of Modernistic character



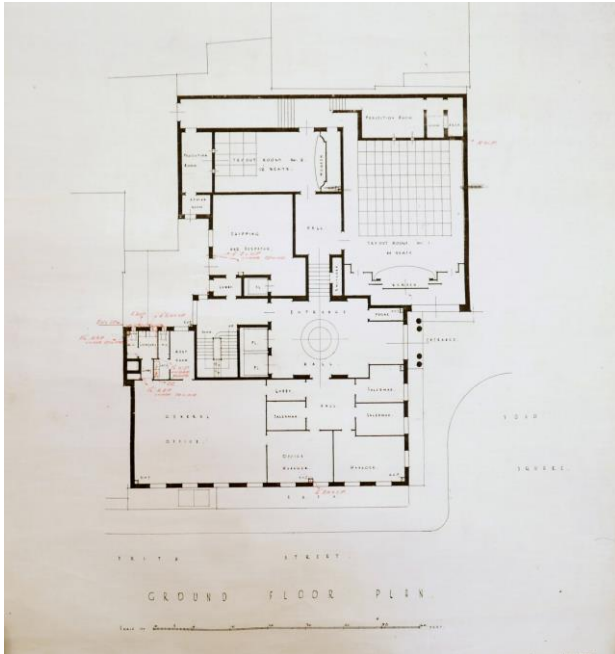
Typical, modernised lift-lobby (at sixth floor level), showing surviving, original, dado-rails and skirtings of Modernistic character, and the original service-lift



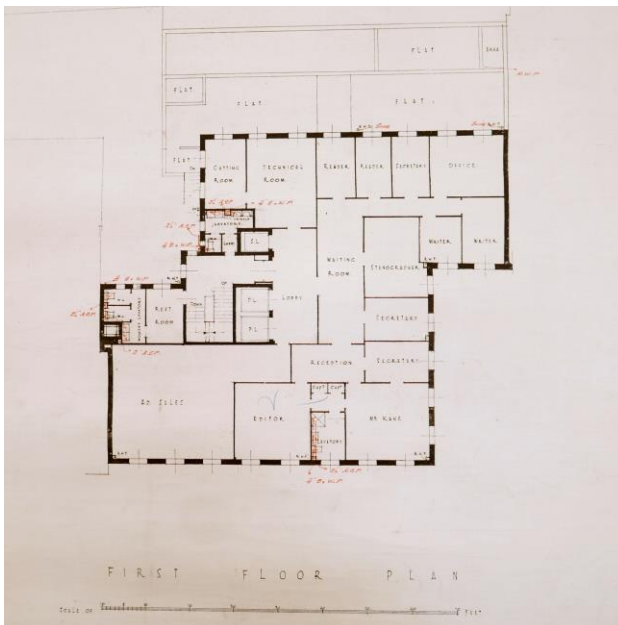
Typical intermediate landing and top landing on the main staircase, showing surviving, original, beautifully detailed, wreathed polished-brass hand-railing, set on reinforced-concrete staircase-parapet of Modernistic character with integrated lighting

## APPENDIX C

### PLANS AND SECTIONS OF TWENTIETH CENTURY HOUSE AS DESIGNED IN 1936



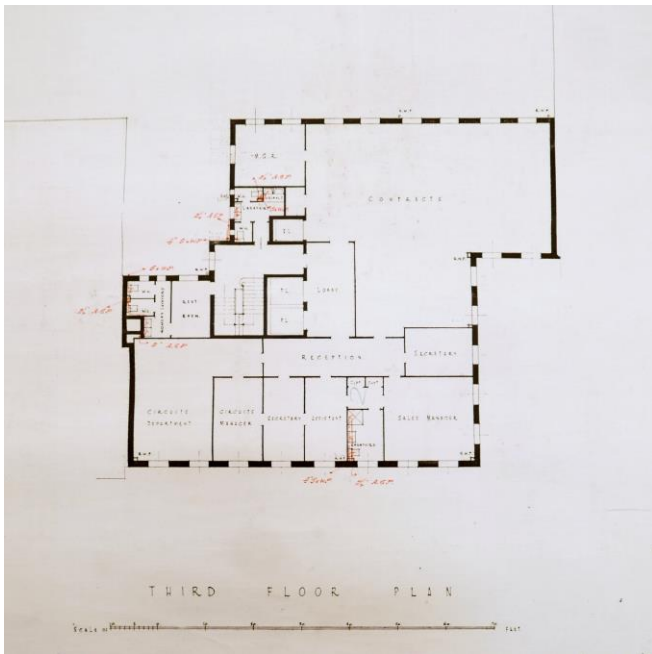
Plan at ground floor level



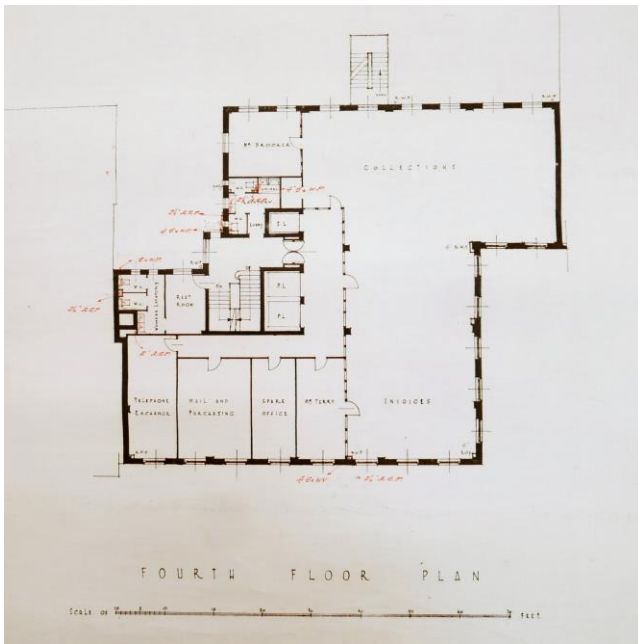
Plan at first floor level



Plan at second floor level



Plan at third floor level



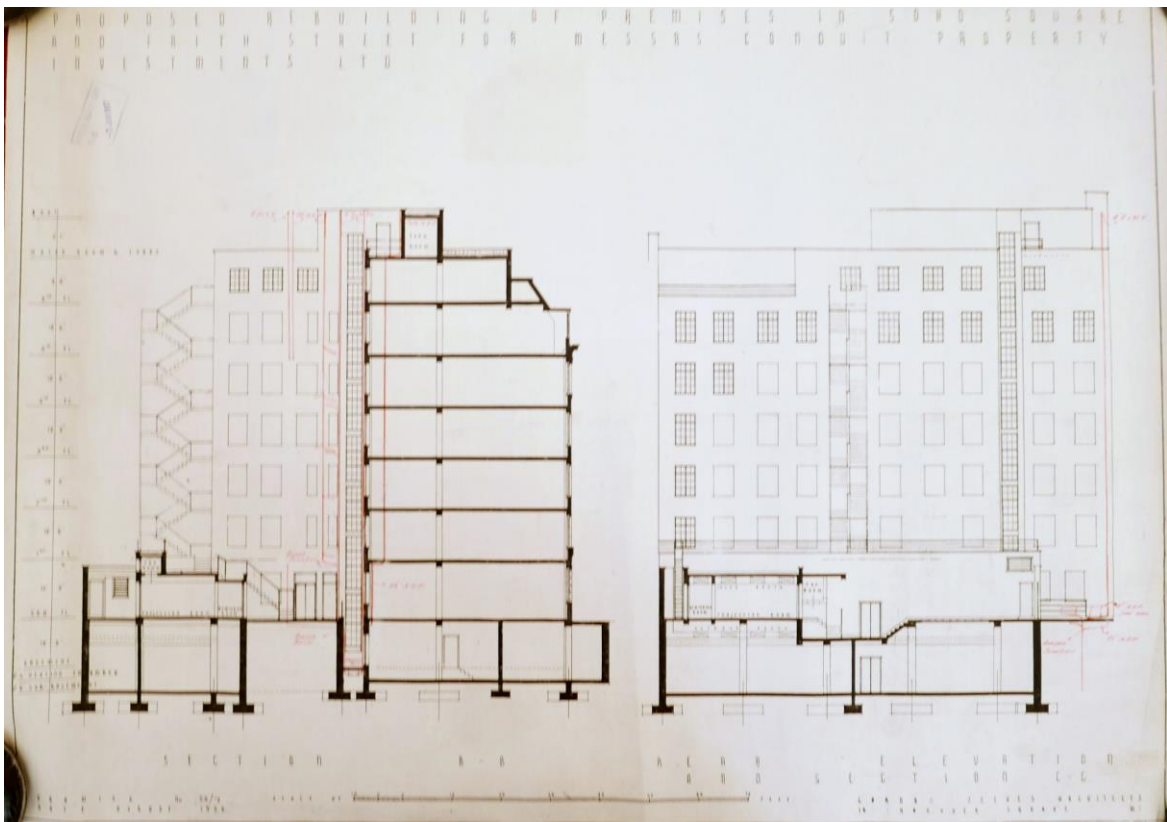
Plan at fourth floor level



Plan at fifth floor level



Plan at sixth floor level



Sections BB and CC and the rear elevations

## APPENDIX D

### APPENDIX – PAUL VELLUET, QUALIFICATIONS AND EXPERIENCE

#### Academic and professional qualifications

- Awarded B.A. Hons and B. Arch. Hons degrees by the University of Newcastle-upon-Tyne, 1970 and 1973;
- Awarded a Master of Letters degree by the University of Newcastle-upon-Tyne for a thesis on the life and work of the distinguished cathedral and church architect Stephen Dykes Bower, Surveyor Emeritus of Westminster Abbey, 1981;
- A registered architect under the Architects' Registration Council (formerly the Architects' Registration Council of the United Kingdom) since 1974; an elected Corporate Member of the Royal Institute of British Architects since 1975;
- An elected full member of the Institute of Historic Building Conservation since 1998; and
- A member of both the Franco-British Union of Architects and the Worshipful Company of Chartered Architects;

#### Professional experience

- Over thirty-five years working in both private practice and the public sector specialising in building conservation and development in historic areas:

Project architect with architects Manning Clamp + Partners, Richmond, Surrey, 1972-1976; Principal Urban and Design and Conservation Officer in Westminster City Council's Department of Planning and Transportation (formerly Department Architecture and Planning), 1976-1991; Regional Architect and Assistant Regional Director, English Heritage London Region, 1991-2004; Senior Associate, Conservation and Planning, with the major Central London commercial practice HOK Architects, 2005-2011; and full-time independent consultancy, 2012 to the present. In addition to private and commercial clients, recent and current clients include:

Imperial College; Bath City Council; The City of London Corporation; the Royal Borough of Kensington and Chelsea Council; Westminster City Council; the Honourable Society of Gray's Inn; the Bedford Estate; the Grosvenor Estate; the Covent Garden Area Trust; the Hampstead Garden Suburb Trust; the Seven Dials Trust; the Environment Trust for Richmond-upon-Thames; the Brompton Association; and the Knightsbridge Association.

- Consultant architect for major re-ordering schemes at Holy Trinity Church, Eltham and St Peter's Church, Petersfield, and major works of conservation at St Paul's Church, Wimbledon Park, London, S.W.19; and
- Formerly Inspecting Architect for St Matthias' Church, Richmond, Surrey; Holy Trinity Church, Eltham, London, S.E.9.; St Peter's Church, Petersfield, Hampshire; and St Paul's Church, Wimbledon Park, London, S.W.19.



## Awards and exhibitions

- Project architect (with Manning Clamp + Partners) for the repair and restoration of no. 4, The Terrace, Richmond, Surrey - a scheme awarded *European Architectural Heritage Year (Civic Trust) Award* in 1975;
- Project architect (with Manning Clamp + Partners) for the planning and design stages for the repair of Decimus Burton's Temperate House in the Royal Botanic Gardens, Kew, Surrey - a scheme awarded a *R.I.B.A. Awards commendation* in 1983;
- Architect for projects in Richmond that have received awards and commendations under local awards schemes; and
- Exhibitor in the Architecture Room of the Royal Academy of Arts Annual Summer Exhibitions, 1975 and 1981.

## Other professional engagement

Current roles include membership of:

- The Trustee Board of the Covent Garden Area Trust;
- The Trustee Board of the Garrick's Temple Trust;
- The Archdiocese of Westminster Historic Churches Committee;
- The Guildford Cathedral Fabric Advisory Committee; and
- The Guildford Cathedral Development Advisory Board;

Past roles include membership of:

- The RIBA's Awards and Planning Groups;
- The Thames Landscape Strategy Panel of the Royal Fine Art Commission;
- The Cathedrals Fabric Commission for England;
- The Cathedrals Fabric Commission's Technical Group;
- The Board of the Museum of Richmond; and
- Service as an assessor for the RIBA/Crown Estate's Annual Conservation Awards.

## Academic engagement

- Former member of the Executive Committee of the Society of Architectural Historians of Great Britain;
- Current and past lecturing commitments and presentation of conference papers on listed building, conservation and access law and practice, conservation and development in Central London, church and liturgical planning, and local history, to universities and other institutions including:

The University of Cambridge; the University of Newcastle-upon-Tyne, The University of Northumbria, the University of Oxford's Department of Continuing Education; the University of Portsmouth; The Institute of Advanced Architectural Studies in the University of York; the Association for Studies in the Conservation of Historic Buildings; the Society for the Protection of Ancient Buildings; the Ancient Monuments Society; the Royal Institution of Chartered Surveyors; the First International Institute American Institute of Architects; the British Property Association; the Diocese of

London, the Diocese of Southwark; the Diocese of Truro; the Disability Rights Commission; The Centre for Accessible Environments; Disability North; The Covent Garden Area Trust; The London Society; Cambridge City Council; the Corporation of the City of London; Greenwich Borough Council; the Cross River Partnership; Urban Design London; and New London Architecture.

#### **Contributor to various publications, journals and guidance including:**

- *The Buildings of England, London 2: South* (Penguin Books, 1983); *Context: New buildings in historic settings* (The Architectural Press, 1998); *The Buildings of London, London 6: Westminster* (Yale University Press, 2003); *The RIBA National Award Winners, 2018* (RIBA Architecture and Artifice, 2018); and *100 Churches - 100 Years* (The Twentieth Century Society – Batsford, 2019).
- *The Architects' Journal*, *Building Design*, *Planning in London*, *Urban Design Quarterly*, English Heritage's *Conservation Bulletin*, *Church Building and Heritage Review*, *The Victorian – The magazine of the Victorian Society*, and *Ecclesiology Today*, and
- Diverse policy and guidance documents for Westminster City Council and English Heritage.

#### **The consultancy**

PAUL VELLUET - CHARTERED ARCHITECT is an independent consultancy specialising in the provision of professional and technical advice to property owners, prospective developers and other planning and building professionals on projects involving new development in historic areas and the conservation, alteration and extension of historic buildings, particularly at the critical pre-planning and planning stages.

Established at the beginning of 2005, the consultancy undertakes work for commercial, educational, residential, cultural, diplomatic, church, health-sector, hospitality-sector and local authority clients together with the historic London estates, historic building trusts, and local amenity and community groups.

Work undertaken by the consultancy includes:

- Research and the preparation of assessments of the architectural and historic interest and significance of historic buildings and sites;
- The drafting and submission of documentation supporting proposed development and works in relation to national, London-wide and local planning and conservation policies and guidance;
- Support for appellants and local planning authorities in Written Appeals, Informal Hearings and Public Inquiries and for property owners at Lands Tribunal Hearings; and
- Collaborative and creative engagement with local authority planning and conservation officers.

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