

The Cinema Theatre Association

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The national
group for the
protection
of traditional
cinema
buildings

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Dear Susie Saraiva

**Cineworld originally REGAL, King Street, Hammersmith, West London;
William Riddell Glen, 1936, unlisted
REF: 2010/03465/FUL 2010/03466/LBC 2010/03467/CAC**

We have been alerted to the above application regarding the demolition of the historic Regal cinema (now run as Cineworld). This would be as a part of an extensive redevelopment of the area to provide a civic square, the construction of new civic offices, 320 residential dwellings, a food store, five retail units, a new footbridge to Furnivall Gardens, car parking, servicing access and other associated works.

Remit:

The Cinema Theatre Association is the national body for the study and protection of historic cinema buildings. Our specialist expertise is sought by The Ancient Monuments Society, The Theatres Trust, The Twentieth Century Society, The Victorian Society as well as many local authorities on planning applications regarding alterations and demolition of cinemas. The Cinema Theatre Association also functioned as an adviser to English Heritage during their survey on cinemas in 1999.

Historic Merit of Building:

The cinema was built in 1936 by William Riddell Glen for ABC. This filmhouse circuit specifically sought out sites that would allow for an impressive street presence and the Hammersmith cinema occupies a corner location that is addressed by the building in terms of positioning the semicircular entrance at the intersection point of the roads. The building is still very much a notable building within its urban setting and has been included on the council's "buildings of merit" list.

Internally, many original features still survive such as the streamlined Art Deco entrance foyer. The auditorium originally had a seating capacity for an audience of 2257. Typical for Glen was the coved lighting. The splay walls flanking the proscenium have galleons as design for the grills. While these have been damaged

Patrons: Marcus Eavis, Carol Gibbons, Glenda Jackson MP, Sir Gerald Kaufman PC MP, Lucinda Lambton

they are still in situ albeit behind the lightweight construction of the new smaller cinema screens. These features are unique and if it is determined that the building should be demolished we would like to recommend that the galleon grilles are salvaged. Originally there was an organ as well but this is now gone. The building was built as a cine variety theatre meaning that alongside the film shows there were facilities for live performance as well including a stage and four dressing rooms.

Comments on Application:

We are highly concerned about the current application and object to it in the strongest terms. The cinema appears to be a viable and popular venue and we understand that the local residents are outraged at the prospect of losing not only a handsome building but also such an important amenity. We therefore strongly urge you to turn down this application.

I trust these comments are of use. Please do not hesitate to contact me should you have any questions.

Yours sincerely

Eva Banscome
Architectural and Historic Advisor