

Planning application submitted for new luxury hotel and cinema in the heart of London's West End.

A planning application for a new 360 bedroom hotel and Odeon cinema in Leicester Square, has been submitted by Jones Lang LaSalle on behalf of site owner and hospitality group Edwardian Group London.

The application is currently with Westminster Council for consideration.

The hotel will have eight storeys above ground, complete with bars and restaurants. There will be a spa with 20 metre swimming pool, Odeon cinema and banqueting suite below ground.

“The design rationale by architect Woods Bagot was to create a building which captures the magic of the movies and this scheme will reinforce Leicester Square’s identity as being at the heart of the film industry as well as a major tourist hub.”, says Guy Bransby a Director in Jones Lang LaSalle’s Planning and Development team.

“Edwardian Group London is intrinsically linked to the capital, with 12 of our 14 owned and managed sites there. We have been committed to establishing upscale hotels in London for decades and as we work alongside Arup and Woods Bagot Architects on this application, we hope to continue that heritage. We believe the design of this hotel showcases our passion for the city and it will add to the continued regeneration of Leicester Square,” comments Iype Abraham, the Commercial Development Director at Edwardian Group London.

The building will work as a series of independent but connected venues as well as operating as a single entity for hosting major film premieres of the future.

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NOTES TO EDITORS

The hotel and cinema will cover 324,241sqft GIA.

About Edwardian Group London

Edwardian Group London (EGL) is one of the UK’s largest, privately-owned companies which has been developing luxury hotel and hospitality premises since being founded by Jasminder Singh OBE in 1977. The company owns and operates Radisson Blu Edwardian London hotel and The May Fair brands.