

From: Elizabeth Varley
Sent: Thursday, April 4, 2024 9:44 AM
To: Licensing HF: H&F <licensing@lbhf.gov.uk>
Cc: Lisa Sharkey
Subject: Pillar Hall (ref 2024/00300/LAPRP) - Provisional Statement Application - Letter in support application PCX:000071000001391

Dear Licensing

We act on behalf of Pillarangel Limited, the proposed Premises Licence Holder of Pillar Hall, Olympia Exhibition Centre, Hammersmith Road, London, W14 8UX.

We have been instructed to lodge their representation in support of the provisional statement application (ref 2024/00300/LAPRP). The representation is enclosed below.

We would be grateful if you could please acknowledge safe receipt of this email and enclosed representation.

Kind regards

Elizabeth

Pillar Hall – Olympia London Development

Letter in support of Provisional Statement application reference 2024/00300/LAPRP

Dear Hammersmith & Fulham Licensing Committee,

We write to you in support of the Provisional Statement application (reference 2024/00300/LAPRP) for Pillar Hall, Olympia Exhibition Centre, Hammersmith Road, London, W14 8UX ('the Premises').

We are Pillarangel Limited, the proposed Premises Licence Holder of the Premises to which this application relates. We write to support the application made by Olympus Property Holdings Limited as we strongly contend that the application will uphold all four licensing objectives, namely:

1. ***The prevention of crime and disorder;***
2. ***Public safety;***
3. ***The prevention of public nuisance; and***
4. ***The protection of children from harm.***

Our reasons for this are outlined below.

Background to Pillarangel Limited

Pillarangel Limited was founded in November 2023 by Des Gunewardena. Des has a wealth of knowledge and experience in the licensing and hospitality trade.

Des was the Chief Executive Officer of Conran Holdings from 1991 to 2006. During this time, Conran Holdings expanded from a business employing 100 staff with revenues of circa £10m per annum to a global restaurant, retail, hotel and design group of revenues of circa £150m per annum. In 2005, Conran Holdings sold its 50% owned hotel, The Great Eastern, and in 2006 its restaurants, Conran Restaurants, to Des Gunewardena, David Loewi and their private equity backers.

From 2006 to 2022 Des was the Chairman and Chief Executive Officer of D&D London. D&D has opened some of the UK's most successful and iconic restaurants including the German Gymnasium, 14 Hills and 20 Stories.

Pillar Hall vision

As outlined in the Provisional Statement, the Premises will span over three floors with a garden café area.

On the ground floor there will be a grand entrance lobby leading into the main restaurant and bar. The restaurant will include a formal dining area which will be open for lunch and dinner together with a more casual all-day café/ restaurant and bar.

Between the all-day café/ restaurant and Exhibition Halls of Olympia, a garden conservatory café will be created. The garden café will primarily be open when there are major events in the Exhibition Halls offering a selection of 'grab and go' food and refreshments.

In the basement there will be an intimate 1920's Berlin feel speakeasy bar which will offer performances of live jazz, blues, soul, cabaret and the like. The ground floor restaurant and bar and basement speakeasy will also service the residents and guests of the Hyatt Regency Hotel.

On the second and third floor mezzanine a multi-purpose events space will be created in the former music hall of the Premises. Events which will be hosted in this space include corporate dinners, cocktail parties, weddings, charity fundraisers, film screenings, live entertainment, and community events. When not booked for private hire, the space will be open to the general public.

To help conceptualise the proposal, we attach the 'Pillar Hall Concept Deck' which outlines our vision for the Premises. We hope this document will aid the Authority in understanding the look and feel of our concept.

Proposed Premises Licence conditions

The Provisional Statement proposes conditions which provide robust measures to promote the Licensing Objectives. We were directly involved in the drafting of the proposed conditions to ensure that we can promote the Licensing Objectives in our operation at all times.

Pillarangel Limited is comprised of a team with extensive experience in the licensing and hospitality trade. The Pillarangel team are fully aware of, and committed to, our obligations under the Licensing

Act 2003 and pride ourselves in being a responsible operator. The launch of Pillar Hall will be led by senior general manager Kim Sin-Tae. Kim has extensive on the ground experience in launching and managing successful licensed restaurants in London and other UK cities such as Skylon in London, 20 Stories in Manchester and Orelle in Birmingham.

We hope that the above demonstrates to the Licensing Authority that we are a responsible operator who will contribute positively to the cultural life of the borough. We strive to enhance the lives and leisure time of our customers and neighbours by diversifying the venues available in the borough.

Kind regards

Pillarangel Limited
The Courtyard
14a Sydenham Road
Croydon
Surrey
England
CR0 2EE

PILLAR HALL REVISITED

A WORLD-CLASS RESTAURANT COMPLEX FOR LONDON

FEBRUARY 2024

Pillar Hall Revisited

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**THE
PILLAR HALL
VISION**

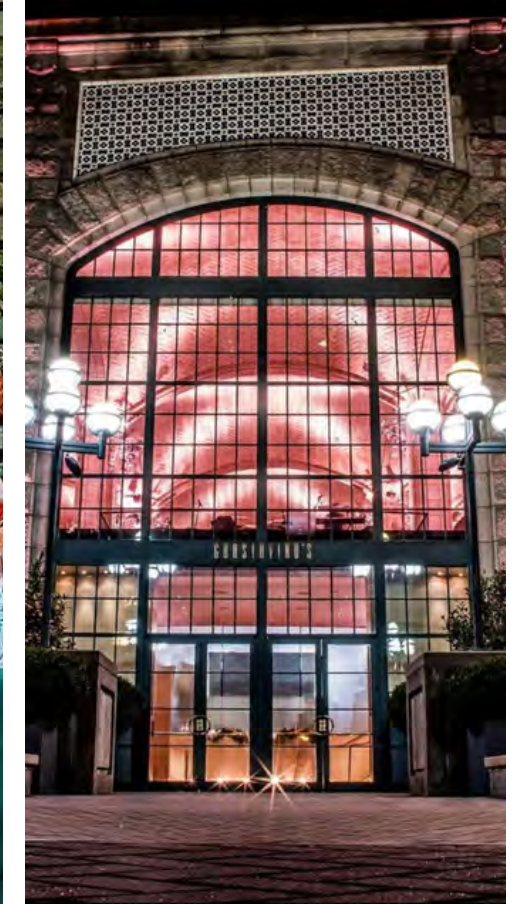
A visually dramatic restaurant, bar, café, music and events venue which will be one of the "must go" destinations for visitors to Olympia, local residents and Londoners generally.

Concept

A dining room, bar, conservatory and garden café serving modern European/Asian dishes together with a speakeasy and performance/event spaces.



Look & Feel



Pillar Hall Restaurant



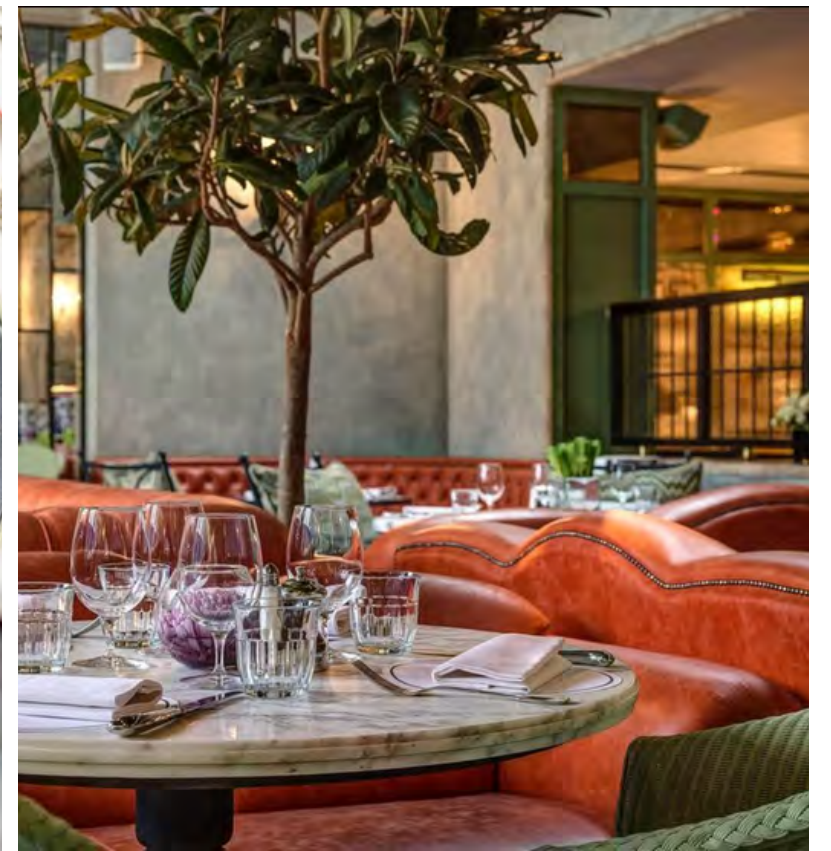
Pillar Hall Restaurant

"Queensyard, NYC meets Ivy" drawing room look with artwork, dressers, fireplaces, table level sofas/banquettes, trees, coloured fabric cushions, tablecloths etc.

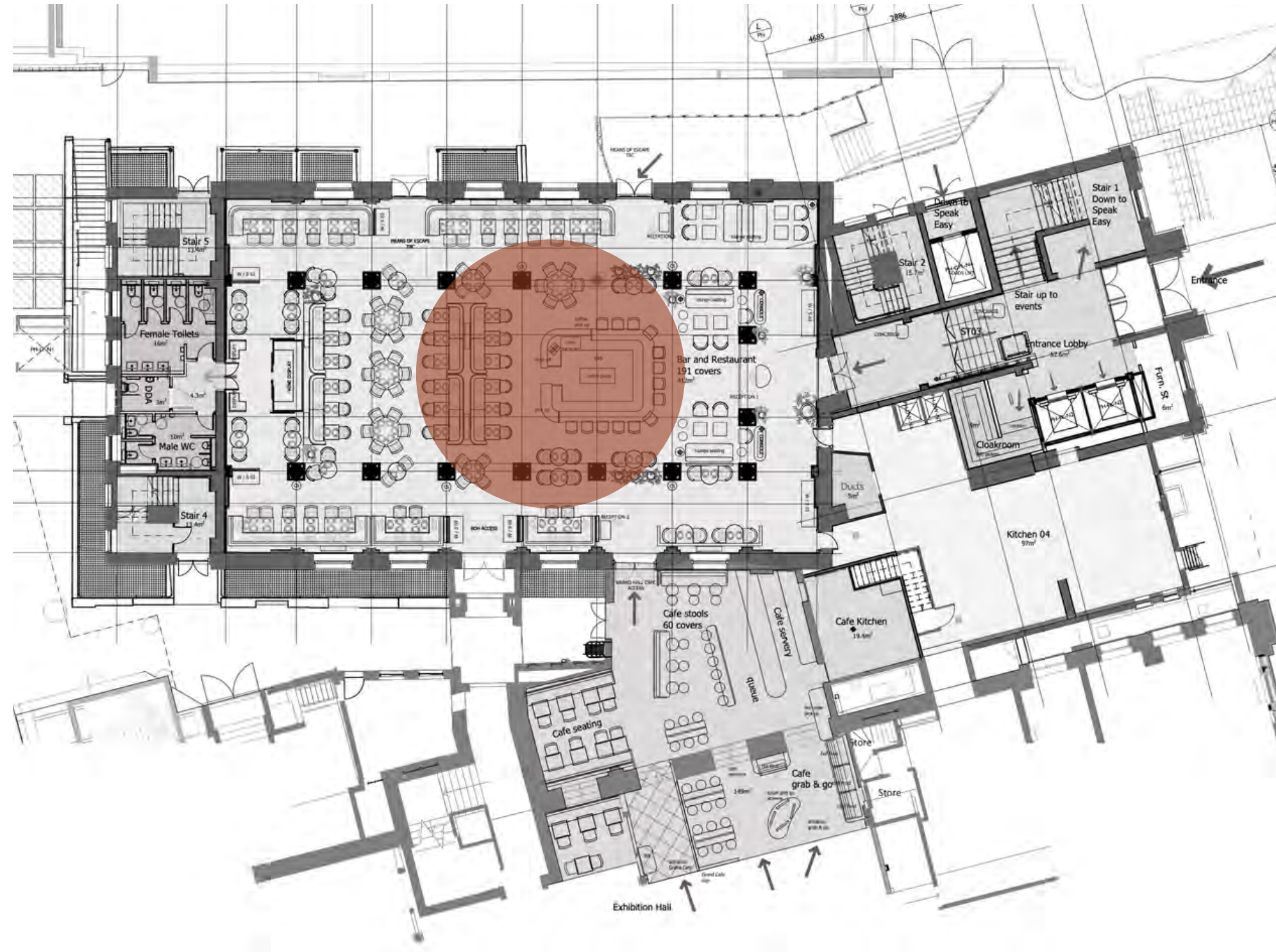
Exciting eclectic menu featuring populist and tasty European and Asian dishes e.g. Brasserie of Light, The Ivy, Bluebird and Earls (Canada/USA)

Average spend (ex. service/VAT, inc. drinks) £40 lunch, £50/£60 dinner

Open lunch/dinner (conservatory/café open all day)



Pillar Hall Bar





Pillar Hall Bar

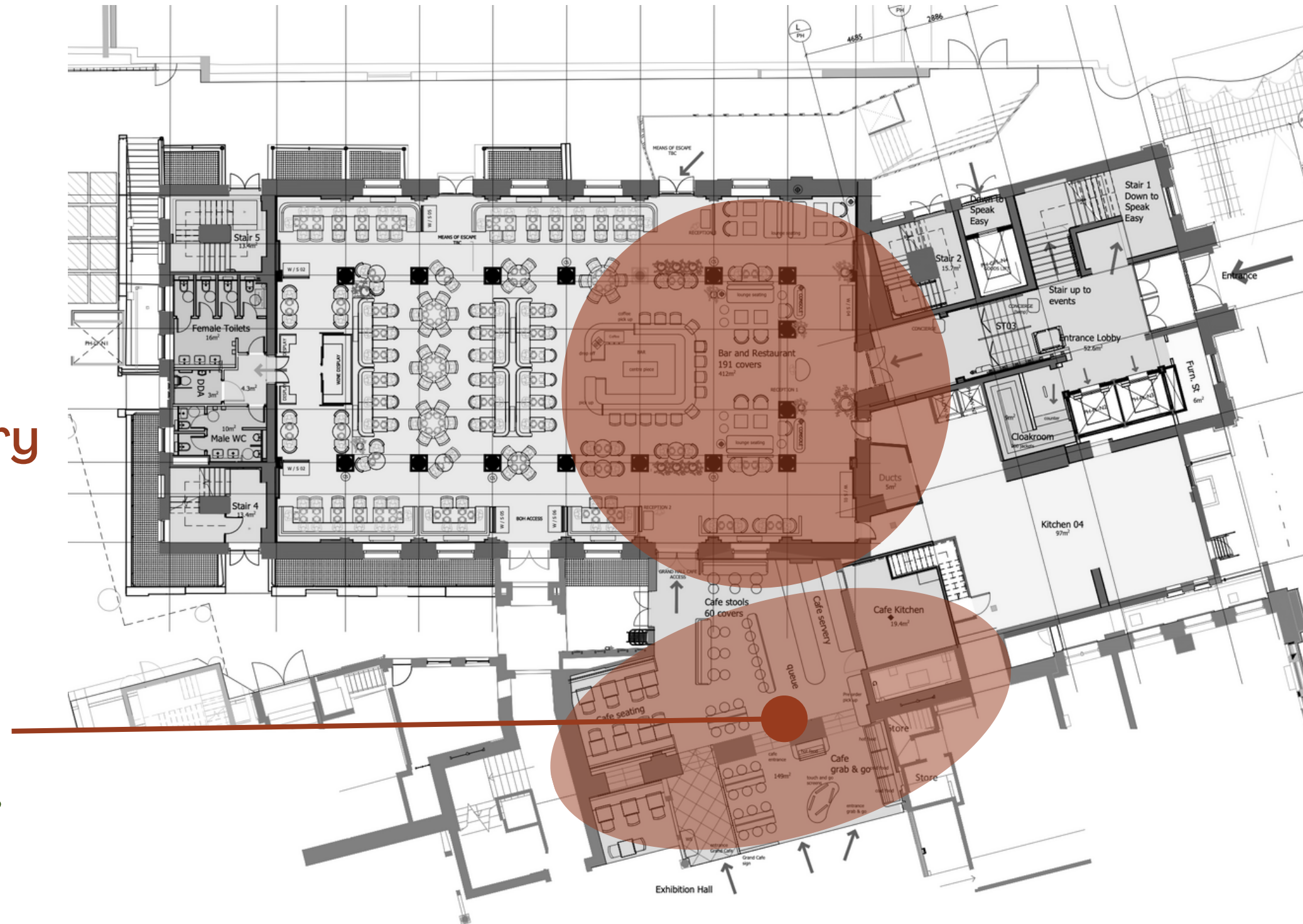
Classic cocktails (Martinis, Negronis, Old Fashioneds) and theatrical cocktails (e.g. Quaglino's, 14 Hills, Artesian)

Extrovert barmen

Collaboration with "World's 50 Best Bars"

Pillar Hall Conservatory Café

“Garden” with
temporary
grab & go for
major exhibitions



Pillar Hall Conservatory Café

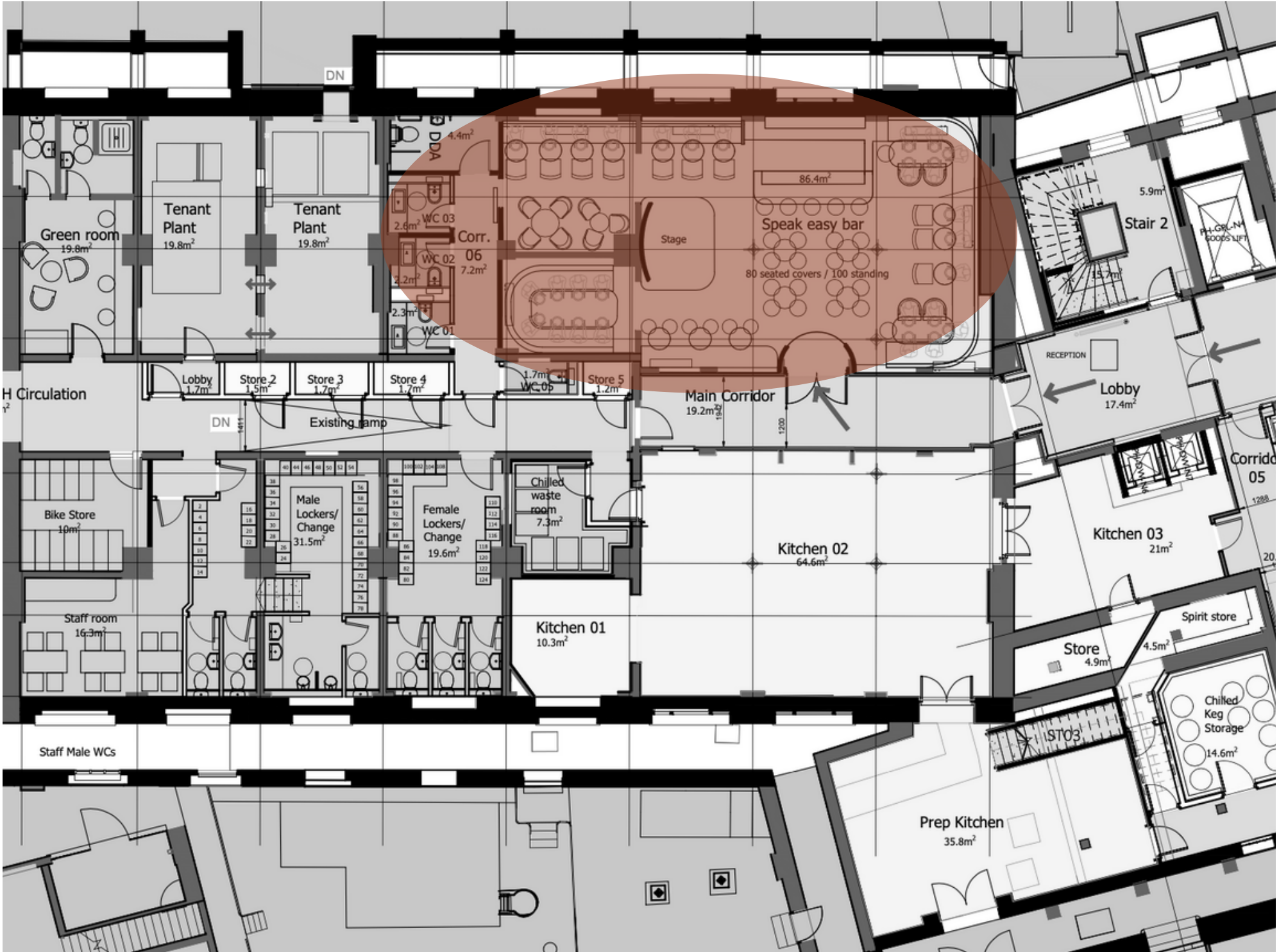
Indoor garden - 14 Hills, Annabel's, Ivy Chelsea Garden look

Spilling out onto outdoor café

Restaurant menu and all day café menu



Pillar Hall Speakeasy





Speakeasy

1920s Berlin feel

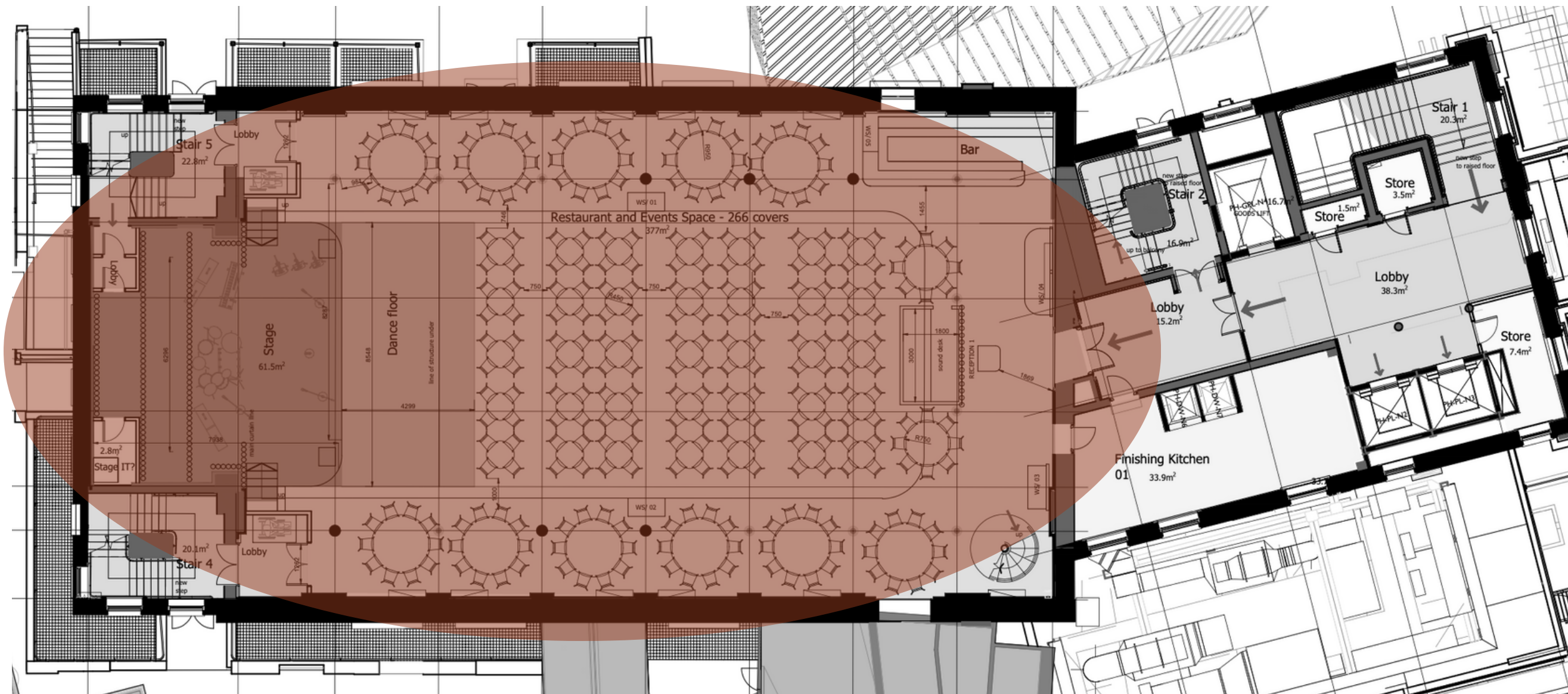
Classic and theatrical cocktails

Vintage glassware, trolleys etc.

Live music, mainly jazz

"Bellboy, Berlin meets Nightjar"

Pillar Hall Events and Live Music



Pillar Hall Events and Live Music

Spectacular space for events/live performances

Dinners for up to 375 and cocktail parties for up to 600

London equivalent of D&D's Guastavino's in NYC

Corporate events Monday to Thursday

Live music Fridays, Saturdays and Sundays
(+ weddings/other events)



Inspiration

RESTAURANT

QUEENSYARD
New York

BRASSERIE OF LIGHT
London

EARLS
USA/Canada



BAR

QUAGLINO'S
London

14 HILLS
London

ARTESIAN
London



CONSERVATORY/CAFÉ

14 HILLS
London

ANNABEL'S
London

IVY CHELSEA GARDEN
London



SPEAKEASY

BELLBOY
Berlin

NIGHTJAR
London



Food & Drink References

