

Application ref: 2023/2388/L
Contact: Alan Wito
Tel: 020 7974 6392
Email: Alan.Wito@camden.gov.uk
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Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

MJ Consulting Ltd.
204 Bolton Road
Walkden
Worsley
M28 3BN

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
Phoenix Theatre
112 Charing Cross Road
London
WC2H 0JP

Proposal:

External works associated with the display of new and replacement theatre show signage to Flitcroft Street, Phoenix Street and Charing Cross Road elevations.

Drawing Nos: 3622-001; 3622-002; 3622-003; 3622-004; 3622-005; 3622-006; 3622-007A; 3622-008;

The Council has considered your application and decided to grant Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

3622-001; 3622-002; 3622-003; 3622-004; 3622-005; 3622-006; 3622-007A; 3622-008;

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting listed building consent:

The theatre is a grade II listed building dating from 1929-30 by Sir Giles Gilbert Scott, Cecil Masey and Bertie Crewe. Both the building's interior and exterior are of architectural interest due to its grandeur and fine detailing.

However it is also noted that the theatre character and associated "West End" advertising are part of the significance of the listed building and conservation area, relating to its cultural significance. These adverts help the building continue its use as a theatre, its optimal viable use. Part of the cultural and architectural significance are the way the advertising is managed on the building, and its relationship with architectural detailing and the different areas within each elevation.

On the rotunda the columns and the space behind them are an important feature contributing to the building's significance. The proposed advertisement sits within this section of the facade and would be mounted on removable brackets, preserving the features and fabric of the building. Although they would be blocked from view, this would only be for the duration of this advertisement, and similar signs have been displayed at the site previously, forming part of its cultural significance.

The transfers in windows are removable and do not interrupt from the fabric of the building, or block views of the windows themselves.

The replacement of the Phoenix projecting sign with a neon sign saying "Hawkins" would again be temporary and only applied to one side.

Other advertisements generally sit within existing panels with only the content changing. Overall, the significance of the building, its setting, and the surrounding area and buildings, would be preserved.

The proposed works will preserve the special interest of the Grade II listed building.

The application has been advertised in the press and by means of a site notice but no consultation responses were received from this. Bloomsbury CAAC was notified of the application but did not provide a response.

The site's planning history has been taken into account in making this decision.

Special attention has been paid to the desirability of preserving the special significance of the listed building and conservation area, under s.16 and s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended.

As such, the proposal is in general accordance with policy D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2021 and the NPPF 2023.

- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.
- 3 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 4 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at www.camden.gov.uk) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2023.

You can find advice about your rights of appeal at:

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name and title.

Daniel Pope
Chief Planning Officer