

Application ref: 2023/2083/A  
Contact: Alan Wito  
Tel: 020 7974 6392  
Email: Alan.Wito@camden.gov.uk  
Date: 11 October 2023

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

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

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

**Phoenix Theatre**  
**112 Charing Cross Road**  
**London**  
**WC2H 0JP**

Proposal:

Display of new and replacement theatre show signage to the 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 consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
  - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
  - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

#### Informative(s):

- 1 Reasons for granting 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 replacement of the Phoenix projecting sign with a neon sign saying "Hawkins" would again be temporary and only applied to one side.

The proposed signage are appropriate to the building and the wider context. They are acceptable in terms of size, design, location, method of illumination and luminance levels. The signs will not harm the character or appearance of the building or the surrounding streetscene and conservation area.

The signage, due to its nature, location and levels of illumination, will not harm neighbouring amenity or safety of public highway users.

The planning history of the site has been taken into account when coming to this decision.

As such, the proposed development is in general accordance with policies D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021 and the National Planning Policy Framework 2023.

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 in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer