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Dear Sir/ Madam

**PLANNING PORTAL REF: PP-13715611**

**SUBMISSION OF AN APPLICATION FOR FULL PLANNING PERMISSION**

**Phoenix House 104-110 Charing Cross Road London WC2H 0JN**

On behalf of the applicant, *D L (Charing Cross Road) Limited*, Savills have been instructed to prepare and submit this application seeking full planning permission for minor elevational alterations.

As part of the ongoing design and detailed technical development of the scheme following the grant of planning consents 2016/5190/P (as has been subsequently amended by NMA and MMA references 2018/0403/P& 2018/3308/P and 2024/2311/P, a number of opportunities have been identified to improve and update aspects of the scheme.

The application hereby seeks planning permission for the following development:

***Alterations to existing residential entrance at ground floor (street) level including replacement metal framed entrance door, and fluted surround panel within Phoenix Street elevation***

This letter document should be read in conjunction with the following supporting documentation which accompanies this application:

- *Completed application forms (via the Planning Portal)*
- *Existing and Proposed elevations prepared by BMA Architects*
- *Detailed Visualisation of door*
- *Design Statement prepared by BMA Architects*
- *Covering Planning Letter*
- *CIL Form No.1*

The relevant Statutory Planning Application fee payment will be made directly via the Planning Portal by the applicant.

## **Background**

Planning Permission was granted by The London Borough of Camden (the 'LPA') on 30 July 2017 for the following development. The permission was granted subject to a S106 Agreement and a number of planning conditions: (2016/5190/P)

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*Erection of 2 storey roof extension with garden room and terrace at rooftop level to provide 2 x 2 bedroom flats.*

The application was then amended by a S96a NMA. In February 2018 the LPA approved the following: (2018/0403/P):

*Alterations including changes to materials, removal of rear brise soleil, change in orientation of PV panels, realignment of 5th floor south elevation windows and new window to stairwell, replacement of metal screen and balustrade with Kalwall screen, and removal of internal lifts; as non-material amendments to planning permission granted under ref: 2016/5190/P dated 30/06/2017 (erection of 2 storey roof extension with garden room and terrace at rooftop level to provide 2 x 2 bedroom flats)*

In September 2018, a S73 MMA was approved: (2018/3308/P)

*Variation of condition 3 (approved drawings) of planning permission ref: 2016/5190/P dated 30/06/2017 (as amended by ref: 2018/0403/P dated 28/02/2018) for the erection of 2 storey roof extension with garden room and terrace at rooftop level to provide 2 x 2 bedroom flats; namely to increase the footprint of the rooftop structure to the rear (east) elevation and revisions to the detailed design of this elevation.*

Material operations on site commenced and a Certificate of Lawful Existing Development (CLEUD) confirmed that the material operations undertaken were lawful and constituted commencement of the development. The CLEUD was issued on 7 May 2020 under reference 2020/1174/P. The planning permission is therefore extant in perpetuity.

In December 2024, a second S73 was approved by the LPA: 2024/2311/P

*Variation of conditions 2 (approved drawings) and 8 (cycle parking) of planning permission 2016/5190/P granted 30/06/2017 (as later amended by planning permission 2018/0403/P dated 28/02/2018 and 2018/3308/P dated 18/09/2018) for; Erection of 2 storey roof extension with garden room and terrace at rooftop level to provide 2 x 2 bedroom flats, namely to make changes to cycle parking*

## **Proposed Development**

The purpose of this application is to make modest changes to a very small length of elevation fronting phoenix Street.

There is an existing residential door that serves the residential stair core behind. This serves the existing residential flats above. This entrance is dark and somewhat foreboding. It has no sense of wayfinding or as a focus to the entrance area. It is in depilated condition with peeling painted concrete and timber panels. It sits below the wrap around canopy of the adjacent theatre canopy.

The works serve to provide a lighted and more obvious doorway for the flats above.

The ground floor is currently dominated by the presentation of the Phoenix Theatre. While the applicant sees this as a positive contribution to the appearance of the building, they would like to bring out the residential entrance as its own address.

The existing door can easily be mistaken for a side entrance to the theatre the way it is treated and wedged between the theatre window and plant room door for the theatre.

The surround is partially clad over by signage for the theatre and gives the entrance a leftover appearance.

The proposed materials are chosen to give the entrance a refined finish and a defined proportion.

A light profiled ceramic cladding is proposed to cover the door surround symmetrically. The door will be replaced with a black framed glass door with a black metal reveal and small canopy with recessed overhead light fittings.

Contrasting signage and video entry will be fixed onto the cladding.

The palette is kept deliberately monochrome to tie in with the black theatre canopy and to mark residential entrance with a simple, yet high-end contrasting finish.

Examples of the finishes are shown in the images within the Design and Access Statement .

In terms of design, Policy D1 of the adopted and emerging Camden Local Plan seeks to secure high quality design in development which respects and responds to local context and character. The policy also notes that development should integrate well with the surrounding streets and open spaces to improved movement through and around the site.

The proposed works will ensure continued compliance with this policy.

For the reasons noted above, the minor works would preserve the character and appearance of the Denmark Street Conservation Area. Similarly, there is no material effect upon the setting of the adjacent Grade II Phoenix Theatre nor would these minor amendments have any effect upon its special architecture or historic interest. On these basis the application accords with *Local Plan Policy D2 'Heritage'* .

The external elevational changes are modest. Overall, the proposed amendments will result in no material change to the consented principles of the development and the proposals will remain in conformity with the adopted development plan and all other material considerations.

I trust this letter is clear, however should you wish to discuss this matter further, or require any further information at this stage, please do not hesitate to contact me at any time using the details set out at the head of this letter.

Yours faithfully

A handwritten signature in blue ink, appearing to read "D Whittington".

**David Whittington**  
**Director**  
**Savills Planning**