

104 - 110 Charing Cross Road
London
WC2H 0JP

January 2025





1. INTRODUCTION

1.1 Purpose and Scope

The purpose of this document is to describe the proposed works to the existing residential entrance of Phoenix House, namely residence of Phoenix Theatre on Charing Cross Road.

The proposals are complimentary to the previously consented airspace extension to create two penthouse suites.

The document shows the existing and proposed and provides finishes proposals and the design rationale.

1.2 The Team

This document was prepared in consultation with:

Clients: **Dukelease**

Architects: **Brimelow McSweeney Architects**

Brimelow McSweeney Architects are an award winning architects practice based in London. We specialise in community, residential, commercial and leisure schemes and have earned an excellent reputation for delivering high quality design.



bMc reference - 44 Whitfield Street, complete



bMc reference - 10-11 Lincoln's Inn Fields, complete



bMc reference - 20 Bedfordbury, Covent Garden, complete

1. INTRODUCTION

1.3 Existing Photos



2. EVALUATION & DESIGN

2.1 Proposed Design and Materials

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. See image on the right. 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 reference images below. Proposals shown on the next page.



Reference Images of glazed terracotta cladding and framed glass entrance doors



Existing view of entrance

2. EVALUATION & DESIGN

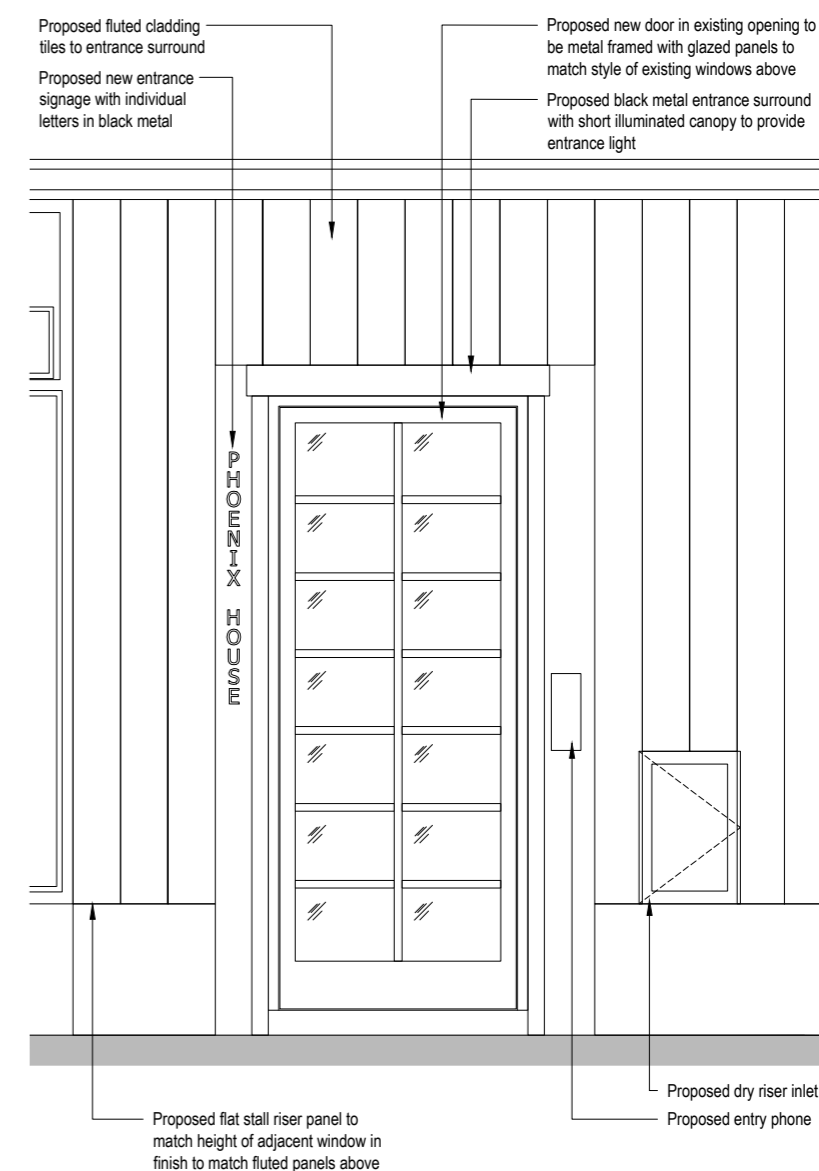
2.2 Proposed Visual and Elevation



Exterior visual of the residential entrance on Phoenix Street



Existing Elevation



Proposed Elevation

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