

<b>Delegated Report</b>		<b>Analysis sheet</b>	<b>Expiry Date:</b>	<b>09/02/2010</b>
		N/A	<b>Consultation Expiry Date:</b>	<b>13/01/2010</b>
<b>Officer</b>			<b>Application Number(s)</b>	
David Peres Da Costa			1) 2009/5798/P 2) 2009/4652/A 3) 2009/4667/L	
<b>Application Address</b>			<b>Drawing Numbers</b>	
104 - 112 Charing Cross Road London WC2H 0JN			Refer to draft decision notice	
<b>PO 3/4</b>	<b>Area Team Signature</b>	<b>C&amp;UD</b>	<b>Authorised Officer Signature</b>	
<b>Proposal(s)</b>				
<p>1) Erection of new canopy (following removal) on corner of Flitcroft Street and Charing Cross Road and light box from the corner of Charing Cross Road/Flitcroft Street to elevation on Phoenix Street, and works associated with installation of architectural lighting on facade of theatre and associated adverts (Sui Generis).</p> <p>2) Display of 7 illuminated signs to elevation on corner of Charing Cross Road and Flitcroft Street: 1x internally illuminated projecting sign, 1x internally illuminated fascia sign, 2x externally illuminated poster signs and 3x internally illuminated poster signs, to theatre (Sui Generis).</p> <p>3) Erection of new canopy (following removal) on corner of Flitcroft Street and Charing Cross Road and light box from the corner of Charing Cross Road/Flitcroft Street to elevation on Phoenix Street, and works associated with installation of architectural lighting on facade of theatre and associated adverts (Sui Generis).</p>				
<b>Recommendation(s):</b>		<p>1) Grant conditional planning permission</p> <p>2) Grant advertisement consent subject to conditions</p> <p>3) Grant conditional listed building consent</p>		
<b>Application Type:</b>	<b>Full Planning Permission</b>			

<b>Conditions or Reasons for Refusal:</b>	<b>Refer to Draft Decision Notice</b>
<b>Informatives:</b>	

### Consultations

<b>Adjoining Occupiers:</b>	No. notified	<b>00</b>	No. of responses	<b>00</b>	No. of objections	<b>01</b>
			No. electronic	<b>00</b>		
<b>Summary of consultation responses:</b>	<p>A site notice was displayed from 13/12/09 to 13/01/10 and 61 neighbours were individually consulted. One objection was received which was concerned with the duration of the works and the effect of the works on the respondents business. <i>(These are not material planning considerations)</i></p> <p>English Heritage: Raise no objection</p> <p>City of Westminster: Raise no objection</p> <p>The Theatres Trust: support the application</p>					
<b>CAAC/Local groups* comments:</b> <small>*Please Specify</small>	<p>Covent Garden Community Association: support the application</p> <p>Denmark Street CAAC - no objection.</p>					

### Site Description

The application site is situated on the east side of Charing Cross Road and is occupied by the Phoenix theatre and Phoenix House. The site is bounded by a narrow pedestrian route, Flitcroft Street, to the north, a narrow elevation to the actor's dressing room block on Stacey Street to the east, one of the two entrances to the theatre and the southern elevation of Phoenix House front Phoenix Street to the south, the western elevation of Phoenix House fronts Charing Cross Road to the west with the curved elevation of the second entrance to the theatre on the corner of Flitcroft Street and Charing Cross Road. The remainder of Stacey Street and Phoenix Street are occupied by residential blocks. Floors above ground level of Phoenix House are also in residential use with commercial uses at ground level. The Phoenix Theatre is a Grade II listed building and is located within the Denmark Street Conservation Area. Buildings on the west side of Charing Cross road are located within the City of Westminster.

### Relevant History

**2004/5547/P & 2004/5548/L:** The erection of a two storey infill extension at roof level to provide four x 1 bed and two x 2 bed self-contained flats, including the re-use of an existing light well for residential circulation space, and an extension of the fly tower. Granted 31/03/2009

### Relevant policies

#### London Borough of Camden Replacement Unitary Development Plan 2006

SD6 - Amenity for occupiers and neighbours

SD7A – Light pollution

B1 - General design principles

B3 - Alterations and extensions

B4B - Advertisements and signs

B7 - Conservation areas

B6 - Listed buildings

#### Camden Planning Guidance 2006

#### Denmark Street Conservation Area Statement

## Assessment

### Proposal:

The application seeks listed building consent to demolish the whole of the existing canopy from Flitcroft Street up to its abutment with the canopy to the Phoenix Street entrance. Planning permission and listed building consent is sought for the reconstruction of the canopy to the 'quadrant' corner (the curved elevation on the corner of Flitcroft Street and Charing Cross Road). The canopy would project approximately 0.6m at each end with a maximum project at its central point of approximately 0.85m.

Listed building consent is also sought for the restoration and refurbishment of the 'quadrant' corner. This would include restoring any damaged stonework, re-pointing and crack repair, cleaning the stone work and the application of a stone consolidator.

Advertisement consent and listed building consent is also sought for new signage on the curved elevation on the corner of Flitcroft Street and Charing Cross Road. This would consist of the following 7 signs: 2 externally illuminated metal framed poster panels (5.3m x 1.6m) positioned above ground floor level on either side of the columns; 3 internally illuminated polished brass, glass fronted poster display panels at ground floor level (two measuring 2m x 0.7m on either side of the entrance door and one measuring 2m x 1.2m further along the Charing Cross Road elevation); a metal framed internally illuminated projecting sign (4.6m x 0.7m) above ground floor level displaying the text 'Phoenix' with only the opal perspex lettering illuminated by white LEDs; and an internally illuminated fascia sign on the proposed canopy consisting of clip in signage lettering displaying the words 'Phoenix Theatre'.

The application also seeks planning permission and listed building consent for the installation of architectural lighting on the curved elevation on the corner of Flitcroft Street and Charing Cross Road and on the Phoenix Street elevation. The lighting would include an LED back-lit fascia measuring approximately 0.25m high and extending from the end of the proposed canopy on Charing Cross Road, wrapping around the building and continuing as far as the Phoenix Street entrance. This lightbox would have a powder coated metal frame.

### Revision

Following concerns with the lighting strategy for the Phoenix Street elevation, the strategy has been revised to include lighting of the dormers above the cornice level.

### Assessment:

#### Design

##### Signage

The proposed signage effectively replaces the existing signage, however the replacement signs are considered to have an improved relationship with the architectural details of the Charing Cross Road /Flitcroft Street entrance. The large vertically proportioned signs flanking the columned façade of the Charing Cross elevation replace existing signs which are larger and the proposed signs are considered to be appropriately proportioned for the façade. The proposed ground floor poster display panels are also considered to be an improvement on the existing situation where advertising material currently covers much of the ground floor entrance façade. The poster panels are also considered to be appropriately proportioned. The projecting sign has a similar location and proportions to the existing sign. The proposed 'Phoenix Theatre' lettering on the canopy is also considered acceptable. The proposed signs are considered suitable in terms of their number, location, method of illumination and design in relation to the Charing Cross Road entrance façade and would not result in harm to the character and appearance of the listed building or the conservation area.

##### Replacement Canopy

It is proposed to remove the large modern canopy that runs between the Charing Cross Road and Phoenix Street entrances. The canopy is of no architectural or historic merit and is visually intrusive, with large illuminated text running along its length. It is proposed to install a significantly shorter section of curved canopy to the Charing Cross Road entrance. The frame is constructed of painted steel with powder coated aluminium recessed panels and soffit, and standing seam lead roof. The canopy has cast

iron anthemion decoration around its perimeter. The proposed canopy is attractive and appropriate in its design and will significantly enhance the appearance of the building compared with the existing unsympathetic canopy.

#### Lighting Strategy

At present the building is lit in an ad hoc manner, with floodlighting to the upper storeys and illuminated lettering and signage elsewhere. A coherent lighting strategy has been formulated which aims to accentuate the architectural features of the building, by highlighting items such as columns and cornice detailing, and introducing subtle coloured lighting elsewhere.

Lighting of the building is considered appropriate so as to emphasise its position as part of the evening economy in this busy Theatreland location. The lighting strategy is well considered and will reinforce the architectural quality of the building, enhancing its appearance compared with the current solution.

So as to visually link the two entrances to the theatre, a linear LED lightbox is proposed for the façade of Phoenix House, in the same location as the existing canopy. Static illumination of the lightbox is considered appropriate in the context of the conservation area and to preserve the setting of the listed building. A condition would be attached to ensure this.

#### Amenity

The proposed signs raise no amenity concerns. The proposed lighting scheme includes LED and CMH projectors angled to highlight specific architectural features of the building's elevations as well as the large poster panels on the Charing Cross Road /Flitcroft Street elevation. The existing lighting scheme has floodlighting of the upper storeys. No objections have been received from any surrounding residents. None of the lights on the Charing Cross Road /Flitcroft Street entrance façade or the Phoenix Street entrance façade would be in close proximity or be aimed towards the windows of residential units. It is noted that the LED lightbox is approximately 0.7m below the first floor windows of the residential building above. The lightbox will introduce illumination to an area of the Phoenix Street frontage where previously there was no illumination. So as not to cause unreasonable harm to neighbouring amenity in respect of light pollution, a condition would be placed restricting the hours of the lightbox's illumination to before 11pm.

#### Public Safety

The proposed signs and the LED lightbox raise no public safety concerns.

#### Restoration and refurbishment

Insufficient details of the proposed restoration and refurbishment have been provided. Therefore a condition would be attached to ensure that before any restoration works commence, precise details of the proposed works should be submitted for approval.

#### Recommendation:

Grant full planning permission, advertisement consent and listed building consent.

### **Disclaimer**

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