

The Theatres Trust
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Our Ref.: RA/2025

10 April 2015

For the attention of Leela Muthoora

London Borough of Camden
Planning Services, Development Management
Culture & Environment Directorate
Town Hall
Argyll Street
London WC1H 8ND



Dear Sir,

Phoenix Theatre, 112 Charing Cross Road, London
Application Ref: 2015/1359/L

I write regarding the above application for new and replacement signage at the Phoenix Theatre. The Trust supports the application. Please see our remit and comments below.

Remit: The Theatres Trust is The National Advisory Public Body for Theatres, safeguarding theatre use or the potential for such use; we provide expert advice on theatre buildings including, new design, heritage, property and planning. Established by The Theatres Trust Act 1976, the Trust delivers statutory planning advice on theatre buildings and theatre use in England through The Town and Country Planning (Development Management Procedure) (England) Order 2010 (DMPO), requiring the Trust to be consulted on planning applications 'involving any land on which there is a theatre'.

Advice/comment: The Theatres Trust supports the application because the replacement signage is required to promote the upcoming show at the theatre. Signs and illumination are an essential part of a theatre building's character as they strengthen the theatre's visibility within the streetscape and enhance the character and vibrancy of the area, particularly those in London's West End 'Theatreland'.

The replacement signage proposed is of an established size and appearance for this theatre and continues to respect the façade and architectural features of the Grade II listed Phoenix Theatre. For the most part, the new signage will replace the existing poster, light boxes and canopy fascia signage used for the previous show, and the replacement neon-lit signage to the columns on the Charing Cross Road frontage will also use the mountings and support structure previously used, ensuring no new interventions are required to the building fabric. The Trust also supports the proposed addition of fairy lights and the increased height of the banner sign to the Phoenix Street corner. These suit the proportions and features of the façade and will further promote the theatre.

We therefore recommend **granting permission**, attaching any conditions accordingly. Please do not hesitate to contact us if we may be of further assistance.

Yours sincerely,

Ross Anthony
Planning Adviser

Protecting theatres for everyone

Director Mhora Samuel **Chair** Tim Eyles
Trustees Nick Allott OBE, Dara Ó Briain, Ruth Eastwood, Tim Foster, Oliver Goodwin, Prof Gavin Henderson CBE, Jerry Kitzman, Dame Penelope Keith DL, Judith Mellor OBE, Peter Roberts, Matthew Rooke, Simon Ruddick, Ann Skippers, Anna Stapleton

The National Advisory Public Body for Theatres
The Theatres Trust Charitable Fund incorporates with The Theatres Trust, has the same trustees and is registered as a charity under number 274657