

Mr David Shuttleworth
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Application Ref: **2015/1296/A**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

14 May 2015

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 Phoenix Street and Charing Cross Road elevations.

Drawing Nos: Design and access statement dated 3 March 2015: Historic Building Impact Assessment dated 20 March 2015; and Drawing numbers 2380-001; 002A; 003; 004; 005A; 006; 007A; 008A; 009A; 010A; 011A

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 Reason for granting permission:

The proposed replacement signs are considered acceptable in size and location due to the relationship of the host building as a theatre within the Central London location. They are appropriate in design as there are established poster and banner signage areas on the principle elevations of the theatre at ground and upper floors and above the two entrances.

The proposed illuminated signs over the main entrances on Charing Cross Road and Phoenix Street and the externally illuminated canopy fascia signs would be in the same location as the existing signs and would not obscure the architectural features of the host building and are not considered harmful to the character or appearance of the street scene or the Denmark Street Conservation Area.

The proposed production signage illumination would not impact on neighbour

amenity in terms of unacceptable level of light spill as it would be at a low level of illumination, statically illuminated and appropriately located above the theatre entrances and below the canopy. There is an existing cap above the lights of the canopy edge to prevent a detrimental impact on the residents above.

The location and illumination of the signage would not be unduly obtrusive in the street scene within the context of theatre show signage and is not considered harmful to either pedestrian or vehicle traffic, therefore, the proposal raises no public safety concerns.

The site's planning history was taken into account when coming to this decision. No objections have been received as a result of consultation prior to making this decision.

Special regard has been attached to the desirability of preserving the listed building and its features of special architectural or historic interest and special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policies CS5 and CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies. The proposed development also accords with policy 7.8 of the London Plan March 2015, consolidated with alterations since 2011, and paragraphs 14, 17, 67 and 126-141 of the National Planning Policy Framework.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'Ed Watson', written in a cursive style.

Ed Watson
Director of Culture & Environment