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Application Ref: **2015/1359/L**
Please ask for: **Leela Muthoora**
Telephone: 020 7974 **2506**

14 May 2015

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:
Phoenix Theatre
112 Charing Cross Road
London
WC2H 0JP

Proposal:

Works associated with the display of new and replacement theatre show signage to 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 Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed



Buildings and Conservation Areas) Act 1990.

- 2 All new work and work of making good shall be carried out to match the original work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 3 The works hereby approved are only those specifically indicated on the drawing(s) referred to above.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

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 sign over the main entrance on Charing Cross Road would be affixed to the columns using the existing removable steel straps, backed with neoprene material to prevent damage. It would sit within the curved column area and does not obscure or detrimentally impact on the special interest of this part of the building. The proposed illuminated sign over the entrance on Phoenix Street would be in the same location on the canopy as the existing sign and is set forward of the façade so would not obscure the architectural features behind. The proposed replacement canopy fascia signs are externally illuminated and form part of the existing signage. The signage proposed is considered to be acceptable in this instance due to the specific use of the building and the location of the building within the Central London area.

There would be no loss of significant or historic fabric of the host building and the proposal is not considered to have an adverse impact on the character or appearance of the host building, 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, under s.16 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.

You can find advice about 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', with a stylized flourish at the end.

Ed Watson
Director of Culture & Environment