

CB/CC/P6282
18th November 2016

London Borough of Camden
Planning Department
2nd Floor,
5 Pancras Square c/o Town Hall,
Judd Street
London
WC1H 9JE

For the attention of Laura Hazelton

Dear Laura,

**Phoenix House 104-110 Charing Cross Road London WC2H 0JN
Objection to Planning Application 2016/5190/P**

On behalf of Ambassadors Theatres Group (ATG), which is the owner of the Phoenix Theatre on Charing Cross Road, we write to make a holding objection to the pending planning application at Phoenix House, 104-110 Charing Cross Road submitted by GL Hearn.

The Phoenix Theatre

The Phoenix Theatre is directly adjacent to the application site. The application site shares its entire northern and eastern boundary with the Theatre meaning that it has the potential to be the most significantly impacted upon building by both the construction and end use of the proposal.

Designed by Theodore Komisarjevsky, the Theatre was opened in 1930 and is Grade II Listed. The interior is very grand and considered to be one of London's finest. The theatre is located between Phoenix Street, Charing Cross Road, Stacey Street and Flitcroft Street.

The entrance to Phoenix House is located along Phoenix Street which runs along the southern boundary of both properties. The Theatre has an entrance and booking office along Charing Cross Road, however the main entrance (and most original feature) into Theatre is within Phoenix Street. A large portion of the Theatre and access is therefore directly adjacent the development site.

The Theatre building is operational 7 days a week and currently comprises;

- Theatre shows (currently The Last Tango) commenced on September 22nd 2016 and will run until December 3rd 2016.
- The show will run at 7.30pm every evening (excluding Sunday) with matinees every Thursday and Saturday at 3pm.
- Rehearsals take can take place on any day of the week between 10am – 6pm
- The Theatre can accommodate 1068 customers per performance.

Architecture Planning Interiors

Old Church Court, Claylands Road, The Oval, London SW8 1NZ

T 020 7556 1500

www.rolfe-judd.co.uk

DD 020 7556 1529
E chrisb@rolfe-judd.co.uk

- Ancillary Theatre management offices are located on the upper floors..

Unlike some London Theatres which have performances lasting many years, The Phoenix Theatre has a high turn-over of shows which results with varied show times and rehearsal. Since 2014, the Theatre has held three different shows; Once the Musical in 2014, Bend it Like Beckham in 2015, Guys and Dolls in 2016.

The theatre therefore needs to protect both the current performance and any future performances over the next 3-4 years.

The Application

Ambassadors Theatre Group acknowledges that development within Central London is unavoidable however the disruption caused by the proposed extension could have serious consequences on the running of the Theatre and they must protect the continuing successful operation of the Theatre. ATG has a number of concerns in respect of the planning application which they would like to see addressed before they can support the proposals.

ATG are seeking assurances that the Theatre have been correctly assessed within the application documents and in respect of the construction method and would like to agree appropriate mitigation measures to be secured through a condition or an amended Construction Management Plan. Without receiving comfort from the applicant, ATG wish to object to the application.

Based on the level of information provided within the application, we feel it necessary to ensure that the concerns of the Theatre are fully understood by officers, so that these can be appropriately addressed by Conditions and the submission of further details prior to commencement of works, should planning permission be granted.

Below we have set out the main concerns of ATG. We would appreciate that they are taken into consideration during the determination period and we would be grateful of a response to each from the applicant;

1. Construction & Management Plan

The application's Construction Management Plan the hours of work for contractors working on site will be in accordance with Camden's Code of Practice for Deconstruction and Construction Sites. The working hours will be:

- 7.30am - 6.00pm Monday to Friday.
- 8.00am - 1.00pm on Saturday.

No work will be carried out on Sundays or bank holidays. These timings are in conflict with the theatre's hours of operation and do not recognise the two matinee performances.

In addition, there are offices associated to the theatre in the upper floors of the building. The close proximity construction noise has the potential to impact not only on the theatre shows and the rehearsals but disrupt the office workers also.

The works should be agreed directly with Ambassadors Theatres Group who manage the day to day running of the Theatre and will be best placed to advice on sensitive working hours.

In addition to the application at Phoenix House, our client has been notified of another planning application at 125 Shaftesbury Avenue (2016/5202/P) which is on the opposite side of Phoenix Street to the south of the Theatre. The application seeks:

'Remodelling, refurbishment and extension of existing office building (Class B1) at upper floor levels, roof level and within lightwells to provide 9,682sqm additional floorspace, including terraces, a new public route, a relocated office entrance (Charing Cross Road), rooftop plant and flexible retail uses (Classes A1/A3), along with associated highway, landscaping and public realm improvements'

The application is currently live and due for a decision on 27th December 2016. Our client has submitted separate representations on this application however we wish to highlight that the estimated construction of the development is the same time as 125 Shaftesbury Avenue.

In addition, the location for servicing and deliveries for the construction is also along Phoenix Street. We seek to ensure that officers will be aware of the potential construction, congestion and disruption that may take place around the Theatre from both developments at the same time.

Request 1: We request that a Condition is imposed requesting that the applicant is in direct contact with Ambassadors Theatres Group to discuss hours of demolition and construction noise. This will ensure that show times are not affected by the development and ATG can advise on any pre-planned functions within the Theatre.

Request 2: Transport officers review the construction and management programme of both 125 Shaftesbury Avenue and 104-110 Charing Cross Road to ensure the road network is suitable to accommodate both development and ensure the continuing servicing and deliveries of the theatre remain unaffected.

2. Servicing and Deliveries – Stacey Street

The theatre is serviced on Charing Cross Road and at the rear along Stacey Street. Stacey Street is a one-way street, is very narrow and already very congested at times. The theatre is serviced daily for waste collections and deliveries such as sets and costumes to and from the theatre are unloaded on Stacey Street and then moved to Flitcroft Street (which is a pedestrianised alley).

The construction management plan states that the primary vehicular access point will be on the corner of Charing Cross Road and Phoenix Street. Section 4 of the construction management plan states that Delivery arrangements will of course need to be agreed in consultation and agreement with the Highways Authorities and that a traffic management system will be established to avoid congestion in the vicinity of the Proposed Development. This raises concerns for ATG as Phoenix Street is where the Theatre's main entrance is situated.

ATG request that their existing entrance on Phoenix Street is acknowledged and encompassed with the Transport Assessment and the Construction Management Plan to alleviate any disruption that may occur during development. ATG also request that officers take into account the cumulative impacts of this development and the neighbouring application at 125 Shaftesbury Avenue which is covered in more detail in Point 6.

Request 1: ATG again seek a condition is imposed requesting that the applicant is in direct contact with Ambassadors Theatres Group to discuss hours of collection and deliveries to ensure it does not impact on the theatre production.

Request 2: ATG seek comfort that the delivery strategy has acknowledged the existing entrance of the Theatre along Phoenix Street. Further investigation regarding potential other loading/ delivery positions around the site would be welcomed.

3. Daylight, Sunlight & Overshadowing

Despite being required under Policy DP26 (Managing the impact of development on occupiers and neighbours), no evidence has been submitted by the applicant relating to daylight and sunlight impacts. It is not likely that the extension would impact upon the Theatre's daylight and sunlight, but neighbouring buildings may well be affected.

Request 1: ATG seek a daylight and sunlight assessment to be undertaken for the development.

4. Impact on Heritage and Conservation

The site is located in the Denmark Street Conservation Area and is connected to the Phoenix Theatre which is a Grade II listed building. Development Policy DP25 (Conserving Camden's Heritage) and Core Strategy Policy CS14 (Promoting high quality places and conserving our heritage) seek to preserve and enhance the Borough's listed buildings and conservation areas. No heritage statement has been submitted as part of the application. ATG consider that the extension's relationship with the Conservation Area and the Grade II listed Phoenix Theatre are integral to the application's determination.

Phoenix House is currently one storey above the listed Phoenix Theatre. The increased height proposed could be overbearing in relation to the Theatre and have a significant negative impact on the building's aesthetic and setting.

Request 1: ATG seek a Heritage Assessment to be submitted for the development to ensure that the listed Phoenix Theatre is not negatively impacted upon by the development.

5. Proposed Amenity Space

The scheme allocates balconies on both the sixth and seventh floor level and a large roof terrace above. The existing scheme does not provide amenity space in any of these forms. Our client is concerned that the potential noise from the Theatre's performances could attract complaints from future occupants which could threaten the successful operation of the Theatre.

Summary

The Ambassador Theatre Group has concerns relating to the proposed extensions on the Theatre. ATG do not feel as though the submitted information adequately addresses the development's physical impacts on the theatre and its operation.

The Theatre will not benefit from the neighbouring development but will have to suffer the construction disruption for a lengthy period of time. ATG therefore seek additional comfort that

relevant conditions will be attached to the planning permission to ensure the operation of the Theatre and its associated offices are protected both during the construction stage and in perpetuity.

We trust the above comments are of assistance and we would be grateful however for Officers assistance in ensuring that the recommended concerns are adequately addressed should the Council support the proposal.

ATG would be more than happy to meet with the applicant to discuss their concerns.

Should you have any questions or wish to discuss, please do not hesitate to contact the undersigned.

Yours sincerely,

Chris Brown

Chris Brown
Rolfe Judd Planning Limited