



Our Ref: 2867-GT

Date: 12<sup>th</sup> February 2018

## **HISTORIC BUILDING IMPACT ASSESSMENT**

recorded at

**Phoenix Theatre  
110 Charing Cross Road  
London  
WC2H 0JP**

on behalf of

**Newman Displays Limited  
23 Pakenham Street  
London  
WC1X 0LB**

## **Historic Building Impact Assessment**

### **1.0 Introduction**

This report shall seek to identify those elements of the Phoenix Theatre, London which are of historic importance and consider the impact which the proposed works will have on those elements.

Historic importance should not be considered only in Architectural terms but also extend to encompass the social significance of the building in the locality. Similarly it should not be assumed that the impact of all works will be detrimental to the historic significance of the building. There is potential for much which may be beneficial to the long term future and appreciation of the historically valued elements of this building.

### **2.0 Proposed Brief**

The proposed works are to utilise the existing signage poster boxes / framing. A new large banner is to be erected over the main entrance off Charing Cross Road to announce the forthcoming show. The existing canopy facades are to have new show inserts. The entrance on Phoenix Street is to have new show related graphics on the canopy. The Charing Cross Road entrance is to have new show related signage strapped to the columns.

### **3.0 Architectural Significance**

#### **History**

The theatre was designed by Sir Giles Gilbert Scott, Bertie Crew, and Cecil Masey, with an auditorium designed by Theodore Komisarjevsky. The theatre was built by Bovis Ltd, on land which had previously been a factory and then became a music hall for a while, called the Alcazar.

The Phoenix Theatre's has two entrances on two different streets, one in Charing Cross Road and the second on Phoenix Street from which the Theatre takes its name.

## **Visual Impact**

The Charing Cross Road entrance could be considered the most architecturally pleasing elevation of the building. The proposed banner denoting the current show production are to be fixed to the columns using existing fixings, which have been designed as part of a previous application. The fixings allow for signs to be installed without obscuring the entire view of the elevation.

The canopy along Charing Cross Road and Phoenix Street is to have new show inserts. The canopy itself is situated along an elevation with no significant historical value, with shops to the ground floor and residential flats above.

The large banner on the corner elevation has been increased in size to cover more of the brickwork to the elevation. Again, this section of elevation has no significant historical value.

The Phoenix Street entrance has a slightly different style to the Charing Cross Road entrance. The elevations boast ornate column design between the windows and more ornate iron work. The proposed signage to this elevation has mainly been designed within the existing extent of areas to display advertisements and thus ensuring the overall size doesn't become too large it beings to obscure the façade behind.

## **Appendix**

*Drawings included:*

- 2380-001 Site Location Plan
- 2380-002 Existing Rotunda Elevation
- 2380-003 Existing Charing Cross Road Elevation
- 2380-004 Existing Phoenix Street Elevation
- 2380-005 Proposed Rotunda Elevation
- 2380-006 Proposed Charing Cross Road Elevation
- 2380-007 Proposed Phoenix Street Elevation
- 2380-008 Proposed Visuals