

Application ref: 2018/4985/L  
Contact: Antonia Powell  
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Date: 25 January 2019

**Development Management**  
Regeneration and Planning  
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MJ Consulting  
204 Bolton Road  
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Manchester  
M28 3BN

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: New signage to the main elevations of the Phoenix Theatre.

Drawing Nos: 2894/SM Design & Access & Heritage Statement 11 Oct 2018, (2984-)  
001-008

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 The development hereby permitted shall be carried out in accordance with the following approved plans: 2894/SM Design & Access & Heritage Statement 11 Oct 2018, (2984-) 001-008

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new work and work of making good shall be carried out to match the existing adjacent 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 D2 of the Camden Local Plan 2017.

Informative(s):

- 1 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 sign over the rotunda elevation 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 special interest of the building or the character and appearance of the Denmark Street Conservation Area.

One letter of support has been received as a result of the consultation prior to making this decision. The site's planning history has been taken into account when 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 Planning (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 policy D2 of the Camden Local Plan 2017. The proposed development also accords with the London

Plan 2016 and the National Planning Policy Framework.

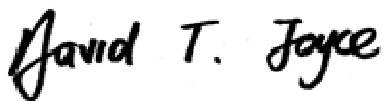
- 2 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 3 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.
- 4 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Noise and Licensing Enforcement Team, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (Tel. No. 020 7974 4444 or search for 'environmental health' on the Camden website or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2018.

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 that reads "David T. Joyce". The signature is written in a cursive, slightly slanted style.

David Joyce  
Director of Regeneration and Planning