

Protecting theatres for **everyone**



Our Ref.:206

11 April 2017

For the attention of Nikki Mitchell

Mr John Walker
Operational Director of Development Planning
Westminster City Hall
64 Victoria Street
London SW1E 6QP

Dear Ms Mitchell,

Theatre Royal Drury Lane, Catherine Street, London

Application Ref: 17/02884/LBC and 17/02849/ADV

I write regarding the above applications for the replacement of signage at the Theatre Royal Drury Lane. The Trust supports the applications.

Remit: The Theatres Trust is the national advisory public body for theatres. We champion the past, present and future of live theatre, by protecting the buildings and what goes on inside. We were established through the Theatres Trust Act 1976 'to promote the better protection of theatres' and provide statutory planning advice on theatre buildings and theatre use in England through The Town and Country Planning (Development Management Procedure) (England) Order 2015 (DMPO), requiring the Trust to be consulted by local authorities on planning applications which include 'development involving any land on which there is a theatre'.

Comment: The Trust supports the applications as the proposal involves installing new signage to publicise the current production at the Theatre Royal. Signage of this nature is an important and traditional feature of a theatre building and has always been used to enhance the visual presence of a theatre at both street-level and in the streetscape to promote productions and attract new audiences.

No new fixtures or fittings are proposed as the new signs reuse the existing poster boxes at street level on both the Russel Street and Catherine Street elevations, and replace like for like the existing signage on either end of the canopy. The two new show signs above the entrance canopy and Russel Street colonnade reuse the existing support frames and fixings and are of similar dimensions to those permitted for the previous production. The two new over canopy signs incorporate light boxes and LED lighting, and we note the previous signage also utilised lighting around their perimeter.

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

T 020 7836 8591

F 020 7836 3302

E info@theatrestrust.org.uk

W theatrestrust.org.uk

Chair Tim Eyles **Director** Jon Morgan

Trustees Nick Allott OBE, Richard Baldwin, Dara Ó Briain, Paddy Dillon, Ruth Eastwood, Oliver Goodwin, Prof Gavin Henderson CBE, Jerry Katzman, Dame Penelope Keith DL, Judith Mellor OBE, Peter Roberts, Simon Ruddick, Ann Skippers, Anna Stapleton

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The signage is in line with the general strategy endorsed within the City of Westminster's *Theatreland Lighting and Signage, An informal guide*, published in November 2008 which allows for canopy signs and illuminated signage. In our opinion, it will not detract from, or adversely harm the theatres special architectural significance or historic value. The Trust would therefore recommend granting Advertising and Listed Building Consent.

Please contact us if we may be of further assistance.

Yours sincerely,

Ross Anthony
Planning Adviser

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