

Our Ref.: RA/1990

27 June 2017

Mr David Clegg
Development Planning
Westminster City Council

Dear Mr Clegg,

Victoria Palace Theatre, Victoria Street, London, SW1E 5LA

Application number: 17/04721/LBC and 17/04722/ADV

I write regarding the above applications for the installation of new show signage at the Victoria Palace Theatre. The Trust's statutory remit and advice are outlined below.

Remit: The Theatres Trust is the national advisory public body for theatres. 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, 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 Theatres Trust supports the application because show signage is an essential part of a theatre building's character. The proposal reinstates a number of low and high level signs in the same locations as the previous light boxes that have been removed while the theatre is renovated in order to maintain the proportions and integrity of the façade. The new additional signs proposed have been sensitively located, particularly the main new 'Hamilton' show sign, to ensure the decorative features on Matcham's facade remain visible.

The Trust also supports the introduction of LED signs, particularly on the high levels signs, as this greatly improves efficiency and staff and pedestrian safety by being able to change the content remotely rather than manually. We recommend granting consent.

Please contact us if we may be of further assistance.

Regards,



Ross Anthony
Planning Adviser

Theatres Trust

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The National Advisory Public Body for Theatres

The Theatres Trust Charitable Fund co-operates with Theatres Trust, has the same Trustees and is registered as a charity under number 274697