

Our Ref.: RA/1990

18 August 2017

Mr David Clegg
Development Planning
Westminster City Council

Dear Mr Clegg,

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

Application number: 17/05487/LBC

I write regarding the above application for the installation of new show signage on the Victoria Palace Theatre fly tower. 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 this application for the installation of a single landscape lightbox on the south elevation of the new fly tower. Theatre signage is an essential part of a theatre building's character to advertise both the theatre and the current show. It not only helps identify the theatre within the streetscape, but also helps to visually break up what would otherwise be the blank bulk of the fly tower and fits within the proportions and segmentation of the new structure. We note the proposed sign will be static and has been carefully located to the west side of the fly tower so that it can be seen when viewed from Wilton Road and Victoria Station, but will avoid competing with the views to the dome and Matcham's main facade.

There are many examples of high level and fly tower identification signage on listed theatre buildings across the country, including:

- Lyceum, London (Grade II*)
- Sunderland Empire (Grade II*)
- Nottingham Playhouse (Grade II*)
- Royal Court, Liverpool (Grade II)
- Hackney Empire (Grade II*)
- National Theatre, London (Grade II*)

Theatres Trust

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Chair Tim Eyles **Director** Jon Morgan

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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

Given the fly tower is a completely new structure, the sign will not affect any historic fabric and, in our opinion, will not harm the special architectural or historic significance of this heritage asset. The Trust would therefore recommend granting listed building consent.

Please contact us if we may be of further assistance.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Ross Anthony', with a horizontal line drawn through the signature.

Ross Anthony
Planning Adviser