

Protecting theatres for **everyone**



Ref.: TC/1813

26 July 2018

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Pending Applications
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Application: 18/05496/ADV & 18/05501/LBC

Site: Royal Opera House Covent Garden London WC2E 9DD

Proposals: Display of one internally illuminated LED screen on the Piazza measuring 4.50m x 10.00m; four internally illuminated LCD screens measuring 0.85m x 1.47m; non-illuminated Piazza entrance sign measuring 0.41m x 7.50m; non-illuminated Bow Street ROH crest entrance sign measuring 1.00m x 0.70m; non-illuminated sign measuring 0.10m x 1.32m; non-illuminated Bow Street main entrance sign measuring 0.10m x 1.24m; &

Installation of four entrance signs to the Piazza and Bow Street entrances and five screens

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:

Thank you for consulting the Trust on the above applications, which relate to advertisement and listed building consent at the statutory Grade I listed Royal Opera House.

In terms of the proposed entry signage to the Covent Garden Piazza elevation, we consider the unlit brass lettering to be an effective solution which corresponds well with its surroundings. This equally applies to the entry signage to the Bow Street elevation.

Regarding the LCD screens to Bow Street, these will fit within existing aluminium frames previously holding advertisements. This is a more modern part of the building, and we have no

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Chair Tim Eyles **Director** Jon Morgan

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The National Advisory Public Body for Theatres

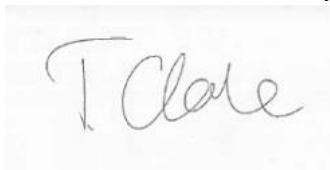
The Theatres Trust Charitable Fund co-operates with Theatres Trust, has the same Trustees and is registered as a charity under number 274697

objection to this part of the proposal.

The remaining element of this application relates to the installation of a LED screen surrounding the main entrance on Covent Garden Piazza which will initially display film on loop and later artwork. The principle of this has already been accepted. Regardless, we believe this will create a point of interest which will help draw people to the building.

In conclusion, we support these proposals and recommend the granting of advertisement and listed building consent.

Please contact us if we may be of further assistance.

A handwritten signature in dark ink, appearing to read 'T Clarke', is centered within a light gray rectangular box.

Tom Clarke MRTPI
National Planning Adviser