

Protecting theatres for **everyone**



Ref.: TC/1813

26 July 2018

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Pending Applications
Development Planning,
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By e-mail: southplanningteam@westminster.gov.uk

Application: 18/05465/ADV & 18/05462/LBC

Site: 10-14 The Hippodrome Cranbourn Street London WC2H 7JH

Proposals: Display of an internally illuminated hanging sign measuring 0.74m x 2.67m and 2 LED screens. Linked to 18/05462/LBC; &

The installation of a 1 hanging sign and 2 LED screens set within decorative metal cladding panels on the Cranbourn Street entrance to the Hippodrome Casino, and associated works. Linked to 18/05465/ADV

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 II listed former Hippodrome Theatre, now operating as a casino. These proposals relate to the installation of a new hanging sign and LED screens in association with the forthcoming Magic Mike Live shows in the casino's cabaret room, for which the Trust recently wrote in support of internal alterations.

The proposed signage is consistent with the nature of other signage both on the Hippodrome itself and within the vicinity. Such signage can also be considered an integral part of the character and appearance of theatres in the area and of Leicester Square more widely.

Theatres Trust

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Chair Tim Eyles **Director** Jon Morgan

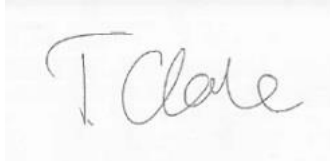
Trustees Richard Baldwin, David Blyth, Pam Bone, Paul Cartwright, Paddy Dillon, Ruth Eastwood, David Ian, Richard Johnston, Gary Kemp, Dara Ó Briain, Simon Ricketts, Peter Roberts, Ann Skippers, Anna Stapleton

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

Therefore 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 black ink, reading "T Clarke". The signature is written in a cursive style with a large, stylized "T" and "C".

Tom Clarke MRTPI
National Planning Adviser