

Protecting theatres for **everyone**



Ref.: TC/2028

15 April 2020

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Pending Applications
Development Planning
City of Westminster
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By e-mail: southplanningteam@westminster.gov.uk

Applications: 20/01991/LBC

Site: Wyndhams Theatre Charing Cross Road London WC2H 0DA

Proposal: Display of one internally illuminated LED digital sign measuring 0.6m x 10.8m.

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 regarding this application for listed building consent at Wyndham's Theatre. The proposal seeks to install a new illuminated LED digital sign to the front canopy in place of the current light box signage.

We have no objections to this proposal, and we have seen a number of similar applications come forward across the UK more recently for replacement of signage and posters including to other statutorily listed heritage assets.

Digital signage allows theatres to alter the content of their signage with greater regularity which is beneficial for the theatre both in terms of cost and the health and safety of workers and passers-by. Show signage can in any case be considered an integral element of the character and design of theatres and cinemas and in that respect digital signage represents the modern equivalent of what is achieved with current static posters.

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

T 020 7836 8591 **E** info@theatrestrust.org.uk **W** theatrestrust.org.uk

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, Ann Skippers, Truda Spruyt, Anna Stapleton

The National Advisory Public Body for Theatres

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

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Furthermore in terms of the impact on the historic fabric of the theatre we would note that this intervention is reversible. Suggested conditions cited within the Design & Access Statement regarding frequency of change and animation would appear to be reasonable and proportionate and would help maintain highway safety.

Therefore **we recommend the granting of listed building consent.**

Please contact us if we may be of further assistance or should you wish to discuss these comments further.

Tom Clarke MRTPI
National Planning Adviser

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