

Protecting theatres for everyone



Ref.: TC/2039

13 August 2020

Matthew Pendleton
Pending Applications
Development Planning
City of Westminster
PO Box 732
Redhill, RH1 9FL

By e-mail: centralplanningteam@westminster.gov.uk

Application: 20/03312/FULL & 20/03313/ADV

Site: Piccadilly Theatre Denman Street London W1D 7DY

Proposal: Installation of facade lighting. Linked to 20/03313/ADV; & Display of show specific internally illuminated marquee signs above the canopy measuring 3.9m x 5.8m and 4.2m x 5m.. Linked to 20/03312/FULL

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 Theatres Trust regarding these applications for planning permission and advertisement consent at Piccadilly Theatre.

These are associated with the wider renovation project which is being undertaken at the theatre, and for which we have provided comment on other applications. Specifically, this proposal seeks to remove an existing LED screen to the corner of Sherwood Street and Denman Street and an 'A' sign on Sherwood Street and in their place install new show signage and lighting. In addition the theatre's canopy signage and lighting will be altered to reflect and represent the theatre's forthcoming run of shows (Moulin Rouge). There will also be high-level lighting to the Denman Street elevation.

Although the theatre itself is not statutorily listed it is nonetheless a non-designated heritage asset and within the Soho Conservation Area. There will be additional and bolder signage, plus new lighting, compared to what is currently in place. However we do not consider this to be out

Theatres Trust

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Chair Tim Eyles **Director** Jon Morgan

Trustees Richard Baldwin, David Blyth, Pam Bone, Paul Cartwright, Paddy Dillon, Richard Johnston, Gary Kemp, Simon Ricketts, Truda Spruyt

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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of character with the building's form and function or be detrimental to its wider setting. Show signage can be considered an integral element of theatre appearance and design. By its nature it tends not to be permanent and is reversible, altering with each run of shows. Neither do we consider this proposed signage to give rise to issues of highway safety.

In conclusion we are supportive of the granting of planning permission and advertisement consent.

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

A handwritten signature in black ink that reads "T Clarke". The signature is written in a cursive style and is centered within a light grey rectangular box.

Tom Clarke MRTPI
National Planning Adviser

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