

Protecting theatres for everyone



Ref.: TC/3798

18 November 2020

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Development Management
The Economy Department
Hammersmith Town Hall Extension
King Street
London
W6 9JU

By e-mail: plancomments@lbhf.gov.uk

Application: 2020/02573/LBC & 2020/02577/ADV

Site: Hammersmith Apollo Queen Caroline Street London W6 9QH

Proposal: Display of an internally illuminated fascia sign to replace the existing fascia sign at the front elevation.

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:

These applications for listed building consent and advertisement consent at the Apollo have come to the attention of the Trust. We note that we are listed as a consultee although no notification has been received; if sent by mail it is likely to have been missed as our office is closed due to Covid-19.

The proposal is seeking to replace the Apollo's existing high level signage to its front elevation with a new sign to reflect the venue's revised branding. This raises no issues for the Trust, as the new signage is broadly similar in nature and scale. Therefore we do not consider there to be any harm to the building's significance as a Grade II* listed heritage asset and neither would it give rise to any additional implications on amenity or safety.

Therefore we would be supportive of the granting of listed building consent and advertisement consent.

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, Annie Hampson, Richard Johnston, Gary Kemp, Simon Ricketts, Jane Spiers, Truda Spruyt, Katie Town

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

Protecting theatres for **everyone**



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

A handwritten signature in black ink that reads "T Clarke". The signature is written on a light-colored, slightly textured background.

Tom Clarke MRTPI
National Planning Adviser

Theatres Trust

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