

Protecting theatres for everyone



Ref.: TC/2009

11 December 2020

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

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

Application: 20/06760/ADV & 20/07896/LBC

Site: The Sondheim Theatre Shaftesbury Avenue London W1D 6BA

Proposal: Display of an internally illuminated projecting sign measuring 4m x 1m; &
Display of an internally illuminated projecting sign measuring 4m x 1m. Linked to 20/06760/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:

These applications for advertisement consent and listed building consent have come to the attention of the Trust because they relate to development at the Sondheim Theatre, specifically the addition of a vertical internally illuminated sign to its Wardour Street elevation.

The Sondheim has recently undergone a refurbishment programme as well as some temporary Covid-19 adaptations to enable reopening, and the Trust has commented on a number of recent applications. This signage is to be located towards the rear of the theatre and will assist with wayfinding and increasing the theatre's prominence and visibility when approaching from the north along Wardour Street. Drawings show that it will be promoting the Les Miserables show which has been hosted at the theatre since 2004.

Signage can be considered to form an integral element of theatre character and as noted within the application documents there is similar signage in an equivalent position to the Gielgud Theatre along Rupert Street. Therefore we do not consider the proposal would give rise to any concerns with regards to impact on the building's character and significance. We also do not

Theatres Trust

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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

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consider that the signage will harm the amenity of surrounding properties or be detrimental to pedestrian and highway safety.

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

Please contact the Trust should you wish to discuss these comments in further detail.

A handwritten signature in black ink that reads "T Clarke". The signature is written in a cursive, slightly slanted style.

Tom Clarke MRTPI
National Planning Adviser

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