

Protecting theatres for everyone



Ref.: TC/423

28 January 2021

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

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

Applications: 21/00105/ADV

Site: Adelphi Theatre 411 - 412 Strand London WC2R 0NS

Proposal: Display of an externally illuminated hanging sign, comprising of 2 LED screens measuring 7.15m X 4.59m and internally illuminated sign measuring 0.7m X 7.37m

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:

This application for advertisement consent has come to the attention of the Trust because it involves alterations at the Adelphi Theatre. Specifically it is proposed that the existing high level show signage is removed and replaced by a single triangular box sign containing two LED screens. Further narrow LED screens will be installed around the entrance canopy.

At present only advertisement consent has been logged, but we would suggest that given these plans will result in the addition of illuminated LED signage and substantial alteration to existing high level signage listed building consent would also be required.

The LED screens above the entrance will read as an extension of the canopy, which already has modest 'Adelphi' signage facing both directions along the street, and is consistent with other theatres across the West End. It is to be assumed this intervention is reversible, although no specific details of fixings are provided. Nonetheless in principle we would have no objection to this part of the proposal.

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, Paul Cartwright, Paddy Dillon, Annie Hampson, Richard Johnston, Gary Kemp, Jane Spiers, Truda Spruyt, Katie Town

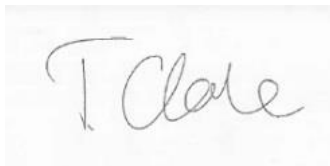
The National Advisory Public Body for Theatres

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

The proposed high level triangular box sign is probably more effective in promoting the Adelphi's shows and drawing attention to the theatre than the existing signage. Again, protruding signage is common around the West End including at the Vaudeville slightly further along the Strand as shown in the illustrative photo. Show signage does by its nature alter over time and is an integral feature of the character and function of theatres. Therefore again we would have no objection in principle to this alteration, and do not consider that it would cause harm to pedestrian or highway safety.

Therefore in conclusion we would be supportive of the granting of advertisement consent but consider that listed building consent would also be required.

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

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, Paul Cartwright, Paddy Dillon, Annie Hampson, Richard Johnston, Gary Kemp, 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