

# Protecting theatres for **everyone**



Ref.: TC/1991

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**Application:** 21/04679/LBC & 21/04680/ADV

**Site:** 403-404 Strand London WC2R 0NH

**Proposal:** Installation of a projecting illuminated signage on south-east elevation (which fronts onto the Strand). (Linked to 21/04680/ADV); &

Display of an internally illuminated projecting sign measuring 2.2m x 3.2m on the south-east 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:**

Thank you for consulting Theatres Trust regarding these applications for listed building consent and advertisement consent at Vaudeville Theatre.

Show signage is an integral feature of theatre character and design. Projecting signage is particularly important for the Vaudeville because it lacks prominence and visibility by virtue of its narrow primary frontage sandwiched between adjoining buildings on both sides.

The current signage is fixed with decorative diagonal tie rods with spiral scrolls. The frame is approaching one hundred years old having been installed with the theatre's remodelling in the mid-1920s with the lighting a more modern addition from the 1990s. Although it is regretful that a frame of such age is to be removed, the applicant has set out sufficient justification for doing so.

## **Theatres Trust**

22 Charing Cross Road, London WC2H 0QL  
T 020 7836 8591 E [info@theatrestrust.org.uk](mailto:info@theatrestrust.org.uk) W [theatrestrust.org.uk](http://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

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It has reached the end of its useful life and is not of optimum modern safety standards; furthermore the frame is not itself of particular architectural or historic significance. The replacement frame will be of higher specification and is being designed and installed by experienced contractors.

Although the fixing of the replacement will cause some minor harm to historic fabric, this is mitigated by the public benefits of improving safety and ensuring the theatre retains sufficient prominence to support its ongoing conservation as an important cultural and heritage asset. Signage of this nature is common throughout the West End and with theatres and performance venues generally so would not undermine highway safety or the amenity of surrounding properties. We therefore support the granting of listed building consent and advertisement 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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