

# Protecting theatres for everyone



Ref.: TC/2004

24 November 2021

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

By e-mail: [southplanningteam@westminster.gov.uk](mailto:southplanningteam@westminster.gov.uk)

**Applications:** 21/07351/LBC

**Site:** Playhouse Theatre Northumberland Avenue London WC2N 5DE

**Proposal:** Installation of a black background with neon tube sign over existing canopy sign.

## **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 on this application for listed building consent at the Playhouse. We have also provided comments on the two corresponding applications. This seeks installation of a neon sign over the existing canopy signage to promote 're-branding' as the Kit Kat Club as part of a forthcoming run of shows.

Proposals of this nature are common for theatres. There is in any case existing signage which will be retained behind, although this example is of greater height and prominence. Nonetheless, we do not consider that it causes harm to the theatre's significance as a heritage asset and would support the granting of listed building consent. This can be made time-limited by condition.

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

## **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)

Interim Chair Paddy Dillon Director Jon Morgan

Trustees Richard Baldwin, Paul Cartwright, 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

Protecting theatres  
for **everyone**



Tom Clarke MRTPI  
National Planning Adviser

**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)

Interim Chair Paddy Dillon Director Jon Morgan

Trustees Richard Baldwin, Paul Cartwright, 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