

# Protecting theatres for **everyone**



Ref.: TC/426

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**Application:** 23/02417/LBC

**Site:** Fortune Theatre Russell Street London WC2B 5HH

**Proposal:** Display of image on the front side of the exterior of the building above front canopy

## **Remit:**

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 listed building consent has come to the attention of Theatres Trust because it seeks to install show signage to the front elevation of the Fortune Theatre to promote the current run of 'Operation Mincemeat'.

### **Theatres Trust**

22 Charing Cross Road, London WC2H 0QL

**Telephone** 020 7836 8591 **Email** [info@theatrestrust.org.uk](mailto:info@theatrestrust.org.uk) **Website** [theatrestrust.org.uk](http://theatrestrust.org.uk) **Twitter** @TheatresTrust

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**Chair** Dave Moutrey OBE

**Director** Jon Morgan

**Trustees** Paul Cartwright, James Dacre, Suba Das, Stephanie Hall, Annie Hampson, Richard Johnston, Gary Kemp, Lucy Osborne, 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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The Fortune is a Grade II listed heritage asset. It was built in 1922 and is culturally significant as the first theatre in Britain built after World War I and architecturally significant due to its construction using concrete as an exposed and decorative façade. It was only the second building following the original Wembley Stadium to be constructed in this way. Since 1989 it has been the home of The Woman in Black but this is recently came to an end.

It is proposed that new show signage is displayed to promote its current run, with an indicative end date of 31<sup>st</sup> December as set out on the application form. This consists of a high-level logo below the statue of 'Terpsichore' by M H Crichton with 'Operation Mincemeat' lettering directly above the canopy. This will be attached with supporting frames drilled into the exterior of the wall.

Show signage is a common feature of theatre buildings and can be considered integral to their character. By nature these tend to be temporary installations which are removed or altered upon completion of runs of shows. Although this signage will partially obscure the central arch and its glazing, harm is mitigated through reversibility and being time-limited. It is stated that like-for-like materials and colours will be utilised to infill the holes from supporting frames upon removal. This can be conditioned if necessary.

Therefore we can support the granting of listed building consent.

Please contact us if we may be of further assistance or should you wish to discuss this representation in greater detail.

Tom Clarke MRTPI

National Planning Adviser

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