

Protecting theatres
for **everyone**



Ref.: TC/426

30 May 2023

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

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

Application: 23/03272/ADV

Site: Fortune Theatre Russell Street London WC2B 5HH

Proposal: Display of non-illuminated fascia sign measuring 5.135m x 4.112m.

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 advertisement consent has come to the attention of Theatres Trust because it seeks the display of non-illuminated show signage above the canopy at the Fortune Theatre. We have also submitted comments on the corresponding application for listed building consent under separate cover.

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

Telephone 020 7836 8591 **Email** info@theatrestrust.org.uk **Website** 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 Theatre has been home to the play *Woman in Black* since 1989 but this recently ended. It is proposed that new show signage is displayed above the theatre's canopy to promote the current run of *Operation Mincemeat*. This consists of a high-level logo with 'Operation Mincemeat' lettering above the canopy.

Show signage is a common feature of theatre buildings and can be considered integral to their character. We do not consider the design of this signage will compromise highway safety or the amenity of nearby properties. We are therefore supportive of the granting of advertisement 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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