

Protecting theatres
for **everyone**



Ref.: TC/725

05 September 2023

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Pending Applications
Development Planning
City of Westminster
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By e-mail: southplanningteam@westminster.gov.uk

Application: 23/05537/ADV

Site: Noel Coward Theatre 85-89 St Martin's Lane London WC2N 4AU

Proposal: Display of three fascias signs, 1x measuring 0.419 m x 5.627 m and 2x measuring 0.419 m x 2.380 m, with internally illuminated letters and symbols below existing front entrance canopy for a temporary period.

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 installation of signage for a temporary period at the Noel

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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Coward Theatre. It corresponds with an application for listed building consent for which we have provided comments under separate cover. It will see the installation of neon signage above the front entry canopy associated with a forthcoming run of shows, 'Ocean At The End Of The Lane'.

This appears to be a similar submission to a recent application for temporary advertisement consent which was refused on the grounds of being overtly prominent on the streetscape and therefore detracting from the character and appearance of the Covent Garden Conservation Area and harmful to the appearance of the building and visual amenity of the area.

On this occasion the signage will be affixed to hang below the canopy rather than obscuring it. This would appear to positively respond to the previous reasons for refusal. Show signage can be considered an integral feature of theatre character, altering over time as shows change. There was a similar quantum of signage for this show and in similar positions when it was previously hosted at the Duke of York's Theatre further south along St Martin's Lane.

Therefore we do not consider this proposal will cause unacceptable impacts on highway safety, or harm visual amenity. 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 these comments in further detail.

Tom Clarke MRTPI

National Planning Adviser

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