

Protecting theatres
for **everyone**



Ref.: TC/725

05 September 2023

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

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

Application: 23/05539/LBC

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

Proposal: Temporary installation of three fascia boards below front entrance canopy displaying neon illuminated letters and symbols.

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 the installation of signage at the Noel Coward Theatre.

The proposal seeks to install neon signage above the front entry canopy associated

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

Telephone 020 7836 8591 **Email** info@theatrestrust.org.uk **Website** theatrestrust.org.uk **Twitter** @TheatresTrust

Facebook @theatres.trust **Instagram** @TheatresTrust

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

Protecting theatres for **everyone**



with a forthcoming run of shows, 'Ocean At The End Of The Lane'. It 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. The temporary nature of this proposal means that duration can be controlled by condition and there will be no lasting harm to the character and setting of the theatre as a designated heritage asset.

Therefore we are supportive of the granting of listed building consent.

Please contact us if we may be of further assistance.

Tom Clarke MRTPI

National Planning Adviser

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

Telephone 020 7836 8591 **Email** info@theatrestrust.org.uk **Website** theatrestrust.org.uk **Twitter** @TheatresTrust

Facebook @theatres.trust **Instagram** @TheatresTrust

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