

Ref.: TC/3538

5 April 2024

Neville Palmer
The Royal Borough of Kensington & Chelsea
Town Hall
Hornton Street
W8 7NX

By e-mail: planning@rbkc.gov.uk

Application: CA/24/00859

Site: Public House, 118 Finborough Road, LONDON, SW10 9ED

Proposal: Installation of internally illuminated letters sign (backlit) and non-illuminated projecting sign

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 been brought to the attention of Theatres Trust because the site includes the Finborough Theatre. This proposal seeks to install new signage to the pub which shares the same building.

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

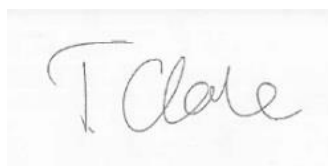
Trustees James Dacre, Suba Das, Stephanie Hall, Annie Hampson, Lucy Osborne, Truda Spruyt, Katie Town

We have no objection to the use of such signage, and we see no reason to refuse an application for advertisement consent on the relevant grounds by which they must be determined.

However, the Finborough Theatre is a long-established venue within the same building. It forms part of London's substantial fringe theatre offer, contributing to the city's strong reputation as a global hub for the arts. The pub and theatre are of mutual benefit. Previously the pub signage has included some reference to the theatre, whereas this is absent within the proposed elevation drawings.

We would strongly urge the applicant to make revision to their proposals so that some space is given over to promoting the theatre above.

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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