

The Theatres Trust

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Our Ref.: VS/126
Please contact: Ms Vicky Simon

For the attention of Ms Fiona Knox

Mr John Walker
Operational Director Development Planning
City of Westminster, Westminster City Hall
64 Victoria Street
London SW1E 6QP



Dear Mr Walker,

Adelphi Theatre, 411-412 Strand, London WC2R 0NS
Your ref: 10/00240/LBC

Thank you for consulting The Theatres Trust on the above listed building application to apply black paint to the Strand façade of the *Adelphi Theatre*. The Trust **supports** the application. Please see our detailed advice and **suggested conditions** below.

Remit: The Theatres Trust is The National Advisory Public Body for Theatres. The Town & Country Planning (General Development Procedure) Order 1995, Article 10, Para (v) requires the Trust to be consulted on planning applications which include 'development involving any land on which there is a theatre.' It was established by The Theatres Trust Act 1976 'to promote the better protection of theatres'. This applies to all theatre buildings.

Advice/comment: The Trust supports the application in principle because the proposed work is part of a scheme intended to advertise the latest production, which is an essential part of theatrical promotion. The works will be temporary and reversible in nature and will only last for the duration of the show. The colour is in keeping with the style of the façade and extends the black already present at ground floor level.

The Adelphi façade was designed in the Moderne style by Schaufelberg in 1930, altered in 1937 and restored in 1993 to a form closer to the original design. The current elevation is faced in cream faience tiles which have been painted in a 'white stipple' due to the poor condition underneath. The Theatres Trust would therefore support the addition of black paint to the façade providing it was **conditioned** to the length of the show. Another **condition** should be attached that ensures that a full investigation is undertaken and agreed in writing with the Council (in consultation with The Theatres Trust) about how to fully clean, repair and restore the faience tiles once the show vacates.

The works proposed will not adversely harm the character of the listed building, particularly given their temporary and reversible nature. We would therefore urge you to grant Listed Building Consent and expect you to attach the conditions accordingly.

Yours sincerely,

Mark J Price MRTPI, IHBC
Planning and Architecture Adviser

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