

The Theatres Trust
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Our Ref.: VS/125
Please contact: Ms Vicky Simon

26 February 2010

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: 10/00258/LBC

Thank you for consulting The Theatres Trust on the above listed building application to make alterations to an existing triangular internally illuminated box sign and one existing externally illuminated box sign above the pavement. The Trust **supports** the application. Please see our detailed advice 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. Our main objective is to safeguard theatre use, or the potential for such use but we also provide expert advice on design, conservation, property and planning matters to theatre operators, local authorities and official bodies.

Advice/comment: The Trust supports the application in principle for replacement signage to the *Adelphi Theatre* because we consider this type of signage essential to advertise the incumbent production. Furthermore, it will not adversely harm the character of the listed building or the surrounding streetscape. There have been signs in the locations proposed for many years which is a logical position for such signage. The actual proposal is simply to replace the existing adverts for the show within the vertical triangular box frame and to substitute the high-level advert banner. The design concept follows the general strategy endorsed within the City of Westminster's Theatreland Lighting and Signage informal guide published in November 2008 which recognises the importance of lighting and signage to the theatricality and vibrancy which epitomise the theatre-going experience. We would therefore urge you to Grant Listed Building Consent.

Yours sincerely,



Mark J Price MRTPI, IHBC
Planning and Heritage Adviser

Protecting theatres for everyone

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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

