

Protecting theatres
for **everyone**



Ref.: TC/1703

21 April 2023

Kim Aukett
Waltham Forest Town Hall
Fellowship Square
701 Forest Road
London
E17 4JF

By e-mail: dmconsultations@walthamforest.gov.uk

Application: 230692

Site: Canon Cinema, 186 Hoe Street, Walthamstow, London, E17 4QH

Proposal: Listed building consent for fixing of signage to the building including internally illuminated fascia sign, two projecting signs, and three additional signs at north, south and east elevations.

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 the Trust because it is seeking installation of signage to the former Granada/Canon/EMD Cinema, which is to become known as the Soho Theatre Walthamstow following a

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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major restoration project which is nearing completion. This has been a priority case for us, and until this year the building was on our national Theatres at Risk register. It is also on Historic England's Heritage at Risk register.

The proposal consists of large lettered signage above the front canopy carrying the theatre's name and branding, a lightbox to the stage door and a set of poster cases. These are all common features of theatres and can be considered an integral element of their character. On that basis they contribute to the building's distinctiveness and significance as a heritage asset and place of entertainment.

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

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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