

Protecting theatres  
for **everyone**



Ref.: TC/424

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**Application:** 23/03901/ADV

**Site:** The Criterion Theatre 220 Piccadilly London W1J 9HP

**Proposal:** Display of two internally illuminated fascia signs measuring 1.86m x 2.12m x 2.35m and 0.52m x 6.2m

**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 at the Criterion Theatre has come to the attention of Theatres Trust. It is proposed that existing show signage is removed and

**Theatres Trust**

22 Charing Cross Road, London WC2H 0QL

**Telephone** 020 7836 8591 **Email** [info@theatrestrust.org.uk](mailto:info@theatrestrust.org.uk) **Website** [theatrestrust.org.uk](http://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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replaced with signage for an upcoming production, with some alteration and re-positioning.

The applicant's supporting statement notes that the support for the proposed sign requires removal of the existing curved frame and a new temporary support to be installed. There is an existing permission in place for removal which was part of a wider application which has commenced.

Show signage can be considered an integral part of theatre character and design, and by nature this changes over time with varying degrees of frequency. Signage is especially critical for the Criterion as it lacks significant street frontage and prominence. There is existing signage in place at the Criterion and there has been for many years. There are also several prominent examples of signage and advertisements within the wider setting of Piccadilly Circus. Renewal and change to form and scale of theatre signage is common dependent on the nature of the incoming show. We do not consider the proposed signage to generate implications on highway safety or the amenity of surrounding properties.

Therefore we are supportive of the granting of advertisement consent.

Tom Clarke MRTPI

National Planning Adviser

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