

Protecting theatres
for **everyone**



Ref.: TC/680

22 September 2023

Central Planning Team
City of Westminster
PO Box 732
Redhill
RH1 9FL

By e-mail: centralplanningteam@westminster.gov.uk

Application: 23/06234/LBC

Site: The Gielgud Theatre Shaftesbury Avenue London W1D 6AR

Proposal: Replacement of current under canopy curved sign, with new curved LED screen/sign of the same size as the existing installation.

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 Theatres Trust because it seeks to alter existing static show signage below the entry canopy of the Gielgud Theatre for a LED screen of the same dimensions.

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 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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The use of LED screens in place of printed or painted show signage and advertisements has become common across theatres and other buildings, including those which are heritage assets. They afford operators more flexibility and remove the need for manual change. As the proposed replacement is of the same dimension as the existing sign, we do not consider that the proposal will harm the theatre's special interest and character as a designated heritage asset or its wider setting.

We are therefore 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.

A handwritten signature in black ink that reads "T Clarke". The signature is written in a cursive style and is contained within a light grey rectangular box.

Tom Clarke MRTPI

National Planning Adviser

Theatres Trust

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