

Protecting theatres
for **everyone**



Ref.: TC/680

22 September 2023

Ms Priscilla Ogie
Pending Applications
Development Planning
City of Westminster
PO Box 732
Redhill
RH1 9FL

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

Application: 23/05766/ADV

Site: The Gielgud Theatre Shaftesbury Avenue London W1D 6AR

Proposal: Display of internally illuminated projecting sign measuring 0.89m X 3.698m

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 has come to the attention of Theatres Trust. It corresponds with a listed building consent to which we have commented

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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under separate cover. It seeks replacement of existing curved show signage below the entry canopy with a new LED sign of the same dimension.

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. Signage of the same dimension already exists in this location, therefore we do not consider that this proposal will compromise highway safety or harm the amenity of nearby properties. Levels of brightness and frequency of change can be managed by condition.

We are therefore supportive of the granting of advertisement 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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