

Ref.: TC/725

18 June 2024

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**Application:** 24/03093/LBC

**Site:** Noel Coward Theatre 85 - 89 St Martin's Lane London WC2N 4AU

**Proposal:** Installation of an internally illuminated fascia sign with individual neon lettering measuring 10.6m x 0.4m for a temporary period from 29 June 2024 to 21 September 2024.

**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

**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

**Facebook** @theatres.trust **Instagram** @TheatresTrust

**Chair** Dave Moutrey OBE

**Director** Jon Morgan

**Trustees** Vicky Browning OBE, Anna Collins, James Dacre, Suba Das, Liam Evans-Ford, Stephanie Hall, Annie Hampson, Tracy Ann Oberman, Lucy Osborne, Saratha Rajeswaran, Truda Spruyt, Michèle Taylor MBE, Katie Town


The Theatres Trust is the national advisory public body for theatres. The Theatres Trust Charitable Fund supports the work of The Theatres Trust, has the same Trustees and is registered as a charity under number 274697

Trust because it is seeking to install new fascia signage to the theatre's canopy above its main entrance. This will be in place for a temporary period of fourteen weeks from late June 2024 to facilitate the forthcoming run of 'Slave Play'.

The proposed signage is of similar scale and character to that which is in place currently and historically. Theatre signage can in any case be considered an integral part of theatre design and character, and by its nature changes over time with different runs of shows. We do not consider that this signage will cause harm to the theatre's character or significance as a heritage asset, although the change is reversible.

We therefore support the granting of listed building consent.

Please contact us if we may be of further assistance or should you wish to discuss these comments in further detail.



Tom Clarke MRTPI

National Planning Adviser

## Theatres Trust

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