

Ref.: TC/1703

3 December 2024

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Fellowship Square
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London
E17 4JF

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

Application: 242621

Site: Soho Theatre, 186 Hoe Street, Walthamstow, London, E17 4QH

Proposal: Listed Building Consent for the installation of Neon Artwork to north elevation located above Stage Door entrance.

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:

Thank you for consulting Theatres Trust on this application for listed building consent at the former Granada, which has been recently renamed as the Soho Theatre Walthamstow as a major capital and restoration project nears completion. This has

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

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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

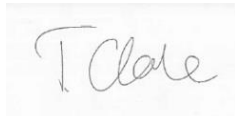
been a priority case for Theatres Trust and until 2023 was on our national Theatres at Risk register. It is also on Historic England's Heritage at Risk register. We welcome continual progression of this important development.

This proposal relates to the proposed installation of neon artwork to the theatre's north elevation above its stage door. It contains a line from the song 'Modern World' by Jonathan Richman and the Modern Lovers and was previously displayed as part of Waltham Forest's Street Gallery Project.

Installation of this sign will help activate what is otherwise a more utilitarian part of the building. It will also provide an opportunity for continued appreciation of this artwork. Whilst the theatre is a Grade II* listed heritage asset, we do not consider that this sign will detract from its significance and in fact bright and bold signage is a recognisable feature of theatres and other places of live entertainment.

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 this representation in greater detail.



Tom Clarke MRTPI

National Planning Adviser

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