

Ref.: TC/1984

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**Application:** 2025/1249/L

**Site:** Cambridge Theatre Earlham Street London WC2H 9HU

**Proposal:** Display of 7 x internally illuminated double-sided hanging lightboxes to the underside of existing canopy on both elevations and installation of 2 x poster display frames to Earlham Street elevation.

**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 Cambridge Theatre. It seeks to install a new lightboxes and poster display frames to replace existing signage.

Currently there are seven small hanging signs beneath the canopy around the theatre's main entrance, four along Earlam Street and three along Mercer Street. These will be replaced by illuminated signs of broadly the same dimensions within the same locations. This will help enhance the theatre's prominence and give better illumination during hours of darkness to help promote shows at the theatre. The principle of signage in these locations is long established, therefore we consider there to be neutral impact in heritage terms.

There are also existing poster display frames along these elevations. It is proposed that two additional examples will be added to both bays alongside the window next to the end main entrance door on Earlam Street. We do not consider this to be out of keeping with the theatre's character and significance and constitutes a low level of less than substantial harm in heritage terms, although it is a reversible change.

We can 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