

Protecting theatres for **everyone**



Ref.: TC/2025

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Application: 2018/4989/A & 2018/4985/L

Site: Phoenix Theatre, 112 Charing Cross Road, London, WC2H 0JP

Proposal: Display of 1x externally illuminated lettering to rotunda elevation, 1x internally illuminated projecting sign to Charing Cross Road elevation and poster signs to main elevations;
&

New signage to the main elevations of the Phoenix Theatre.

Remit:

The 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:

The Trust **supports** this proposal for the installation of externally illuminated signage at the Phoenix Theatre.

Signage is a traditional and essential part of a theatre's character, and a common feature of theatres in the area. We consider the proposal to be reflective of other such signage including that already in place at the Phoenix, and that its height and scale gives prominence without unduly detracting from the theatre's most sensitive historic and architectural features and fabric. By its nature show signage is a temporary feature meaning that any negative impacts to the theatre's external appearance are reversed upon completion of the run.

Theatres Trust

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Chair Tim Eyles **Director** Jon Morgan

Trustees Richard Baldwin, David Blyth, Pam Bone, Paul Cartwright, Paddy Dillon, Ruth Eastwood, David Ian, Richard Johnston, Gary Kemp, Dara Ó Briain, Simon Ricketts, Peter Roberts, Ann Skippers, Anna Stapleton

The National Advisory Public Body for Theatres

The Theatres Trust Charitable Fund co-operates with Theatres Trust, has the same Trustees and is registered as a charity under number 274697

We therefore **recommend the granting of advertisement consent.**

Please contact us if we may be of further assistance.



Tom Clarke MRTPI
National Planning Adviser