

# Protecting theatres for **everyone**



Ref.: TC/2133

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**Applications:** 18/02990/FUL & 18/02991/ADV & 18/02996/LBC

**Site:** The Alhambra Theatre Morley Street Bradford West Yorkshire BD7 1AJ

**Proposals:** Replacement of existing hoarding advertisements installed on the perimeter walls of The Alhambra Theatre with new digital signage; &

Replace the existing show advertisement made of paper/cardboard with new digital signage; &

Replacement of the existing advertisement casings with new digital advertisement

## **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 was not directly notified by the Council of these applications as per our statutory remit. Please ensure that for any future applications relating to the Alhambra or any other theatre in Bradford the Trust is contacted for comment.

These applications relate to the replacement of existing signage at the Alhambra, which is a Grade II listed heritage asset. External signage and advertisements are an important and traditional feature of theatre buildings and have long been used to enhance the visual presence of theatres at both street-level and in the streetscape to promote productions and attract new audiences.

## **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

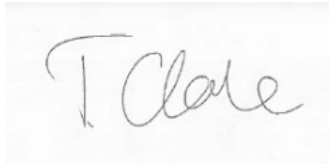
The National Advisory Public Body for Theatres

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

These proposals seek to introduce new digital signage in place of the existing posters within casings that are a like-for-like replacement for the existing street-level poster boxes along the Morley Street, Godwin Street and Great Horton Road elevations. This type of advertising has already been successfully integrated into other theatres. The large rooftop banner to the Godwin Street elevation will also be replaced, which is a prominent feature of the theatre when viewed from around Centenary Square.

We **support** these proposals as we do not consider them to adversely harm the historic character and appearance of the theatre, and will help to enhance its prominence and contribute to the character and activity of the area. We therefore **recommend the granting of planning permission, listed building consent and advertising consent.**

Please contact us if we may be of further assistance.

A handwritten signature in dark ink, appearing to read 'T Clarke', is centered within a light gray rectangular box.

Tom Clarke MRTPI  
National Planning Adviser