

Protecting theatres for **everyone**



Ref.: TC/3003

20 February 2019

Sue Hyde
County Hall
Durham
County Durham
DH1 5UL

By e-mail: planning@durham.gov.uk

Applications: DM/19/00341/AD

Site: Millennium Square Millennium Place Durham

Proposal: Totem advertising panel on site of existing advertising panel for the Gala 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:

Signage and advertisements are important for drawing the attention of passers-by to upcoming events at theatres, and for raising awareness of theatres themselves.

We would concur with the applicant's statement that the existing advertisement board outside the Gala is dated, and that the replacement which is subject to this application adds prominence with a more contemporary appearance. Based on the indicative image we do not consider that the proposed replacement would detract from the character and appearance of its surroundings. We therefore **recommend the granting of advertisement consent**.

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

Tom Clarke MRTPI
National Planning Adviser

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

T 020 7836 8591

F 020 7836 3302

E info@theatrestrust.org.uk

W theatrestrust.org.uk

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