

Protecting theatres for everyone



Ref.: TC/414

05 June 2019

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City & County of Swansea
Directorate of Place
Planning and City Regeneration
Civic Centre,
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Swansea,
SA1 3SN

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

Application: 2019/1066/ADV

Site: Grand Theatre Singleton Street Swansea SA1 3QJ

Proposal: Two internally illuminated signage boards

Remit:

Theatres Trust is the National Advisory Body for Theatres and was established by The Theatres Trust Act 1976 'to promote the better protection of theatres'. The Trust is a statutory consultee in the planning system and local planning authorities in Wales are required to consult the Trust on planning applications for '*development involving any land on which there is a theatre*', '*residential development within 50 metres of a theatre*' as well as for proposed theatres. The definition of theatres within the Act defines a theatre as 'any building or part of a building constructed wholly or mainly for the public performance of plays', and therefore applies to theatres, playhouses, arts centres, ciné-varieties or buildings converted for theatre use, old and new, in other uses or disused.

Comment:

This application has been brought to the Trust's attention as it relates to a proposal for illuminated signage at the Grand Theatre.

We do not object to the proposed video display boards, which will help promote upcoming events at the theatre. They will afford the theatre greater flexibility as they could potentially display a series of messages rather than one static advertisement as is currently the case with the existing noticeboards which must be manually altered. Advertisements and show signage are an integral aspect of the character and appearance of theatres.

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, Ann Skippers, Anna Stapleton

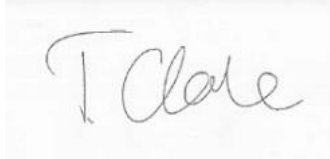
The National Advisory Public Body for Theatres

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

We would just note that it seems there is to be just one screen in each location whereas at present there are two boards placed either side of the respective doorways. This gives some symmetry and consistency which contributes towards the character of the building. We would encourage the theatre to replace both sets of signs either side, especially as indicative images show the new and existing boards to be of different sizes.

Nonetheless, we do not consider the proposed signage boards to harm the amenity of surrounding property or represent a hazard to passing vehicles or pedestrians. 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 in greater detail.

A handwritten signature in black ink that reads "T Clarke". The signature is written in a cursive style with a large, prominent 'T' and 'C'.

Tom Clarke MRTPI
National Planning Adviser