

# Protecting theatres for everyone



Ref.: TC/2554

11 June 2019

Civic Offices  
1 Saxon Gate East  
Milton Keynes  
MK9 3EJ

By e-mail: [planning.enquiries@milton-keynes.gov.uk](mailto:planning.enquiries@milton-keynes.gov.uk)

**Application:** 19/01329/ADV

**Site:** Milton Keynes Theatre 500 Marlborough Gate Central Milton Keynes Milton Keynes MK9 3NZ

**Proposal:** Advertisement consent for replacement of the existing theatre building signage with an LED information screen and installation of new larger illuminated signage at high level.

## **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:**

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

The existing theatre sign currently placed above the entrance canopy is to be removed and will instead sit at a higher level in larger font with changing colours. This will enhance the prominence and profile of the theatre.

In place of the previous sign will be a digital information board, with new six new LCD poster boards to be displayed either side of the main entrance. We are supportive of these new display boards, which will help promote upcoming events at the theatre and generally give better activation to Margaret Powell Square. Advertisements and show signage are in any case an integral aspect of the character and appearance of theatre buildings.

## **Theatres Trust**

22 Charing Cross Road, London WC2H 0QL

T 020 7836 8591 E [info@theatrestrust.org.uk](mailto:info@theatrestrust.org.uk) W [theatrestrust.org.uk](http://theatrestrust.org.uk)

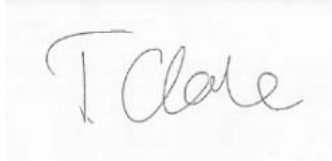
**Chair** Tim Eyles **Director** Jon Morgan

**Trustees** Richard Baldwin, David Blyth, Pam Bone, Paul Cartwright, Paddy Dillon, Ruth Eastwood, David Ian, Richard Johnston, Gary Kemp, Dara Ó Briain, Simon Ricketts, 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 do not consider the proposed signage boards to harm the amenity of surrounding property or represent a hazard to passing vehicles or pedestrians. Therefore we **recommend the granting of advertisement consent.**

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

Tom Clarke MRTPI  
National Planning Adviser