

Protecting theatres for everyone



Ref.: TC/796

23 August 2018

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Winchester City Council
City Offices
Colebrook Street
Winchester
SO23 9LJ

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

Applications: 19/01584/LIS & 19/01589/AVC

Site: 21-23 Theatre Royal Winchester Jewry Street Winchester SO23 8SB

Proposal: New External Signage to the Theatre Royal Building 1. Painted signage to the South Elevation to Tower Street 2. Painted signage to the short return elevation on Jewry Street adjacent to the front door. 3. New light box poster frames x 4, replacing existing frames to Jewry Street elevation. 4. Redecoration and addition of uplighting to existing Theatre Royal steel lettering on Jewry Street. 5. New cafe bar sign suspended from the Jewry Street canopy;

New permanent Theatre signage to Tower Street and Jewry Street Elevations of the Theatre Royal Winchester 1. Full height painted signage to Tower Street Elevation 2. Smaller scale painted signage to main entrance return elevation to Jewry Street. 3. Suspended sign from front canopy to Jewry Street. 4. Redecoration to existing steel canopy lettering to Jewry Street elevation. 5. Poster Boxes to Jewry Street elevation (SEE 19/01584/LIS)

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:

Thank you for consulting Theatres Trust regarding this proposal which seeks listed building consent and advertisement consent for new painted signage and a hanging sign along with revisions to existing signage and poster frames.

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

T 020 7836 8591 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, 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

In 2018 we commented on a previous proposal which sought internal alterations to help the theatre expand its offer to make more effective use of the building outside of performance times. We were supportive of those plans as we considered them to support the theatre's ongoing sustainability and viability as a cultural and heritage asset for Winchester. These proposals will help further reinforce the theatre's efforts to become more financially sustainable as support from local authorities reduces. The bold and more contemporary style of the theatre's logo and in turn its signage will help raise the theatre's profile and attract younger audiences alongside existing users.

The Tower Street elevation contains existing painted signage although to some extent it lacks prominence with the theatre's 'W' logo being the dominant feature. The proposed replacement with its large font will significantly enhance visibility of the theatre when approaching from the south. We consider this text to enhance the character of the building, and is of a similar style to that successfully applied to the Grade II* listed Theatre Royal Stratford East in London.

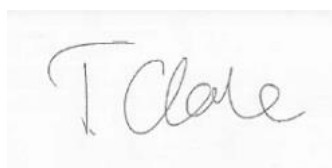
Similarly, we support the smaller painted signage to the side of the Jewry Street main entrance which in any case will sit alongside the more recent glazed entrance as well as the new hanging sign which will improve awareness of the theatre's all-day café/bar offer.

We have no objections to the replacement of existing poster frames along the Jewry Street elevation with illuminated versions as they will not detract from the building's character but will improve visibility to passers-by. Show signage and advertisements are in any case an integral aspect of theatre character and design. On a similar basis we also consider the replacement front canopy lettering with new uplighting as appropriate.

Paragraph 92 of the NPPF (2018) encourages planning decisions to plan positively for community facilities such as cultural buildings, and to support the social and cultural well-being of the community. The theatre has provided appropriate justification for these works. Therefore in conclusion we **recommend the granting of listed building consent and advertisement consent.**

Please contact us should you wish to discuss this representation further.

Yours sincerely,

A handwritten signature in blue ink that reads "T Clarke". The signature is written in a cursive, slightly stylized font.

Tom Clarke MRTPI
National Planning Adviser