

Protecting theatres for **everyone**



Ref.: TC/291

27 November 2019

Claire Gilbert
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By e-mail: Newplan@bromsgroveandredditch.gov.uk

Application: 19/01307/LBC & 19/01326/ADV

Site: Palace Theatre Alcester Street Redditch Worcestershire B98 8AE

Proposal: Installation of 2 outdoor digital advertising signs to replace existing static advertising board, and new 'Stage Door' sign made of adhesive vinyl lettering to top fixed glazed door panel; &

Installation of 2 outdoor digital advertising signs to replace existing static advertising board, and new 'Stage Door' sign made of adhesive vinyl lettering to top fixed glazed door panell Note: Minimal projection of 30mm off wall from recess for the digital sign.

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:

These applications for listed building consent and advertisement consent have come to the attention of the Trust because they relate to proposals at the Palace Theatre. The Palace is a Grade II listed cultural and heritage asset for Redditch and its surrounding communities, and was designed by renowned theatre architect Bertie Crewe. A significant refurbishment project was undertaken around 2006.

There are two elements to this proposal – a new Stage Door sign and the replacement of static advertisement boards with digital advertising signs.

Theatres Trust

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The National Advisory Public Body for Theatres

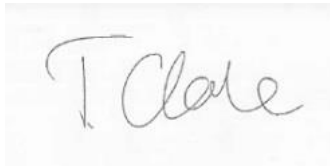
The Theatres Trust Charitable Fund co-operates with the Theatres Trust, has the same Trustees and is registered as a charity under number 274697

We have no objection to the replacement of the stage door sign with adhesive vinyl lettering.

Similarly, neither does the replacement of the static advertisement with a digital sign cause us any concern with regard to the character and significance of the theatre. There have been several proposals recently of this nature around the country. Digital signage provides the theatre with greater flexibility to adjust adverts, allowing for example to better target messages. Advertisements and show signage are in any case an integral aspect of the character and appearance of theatre buildings, and in relation to advertisement consent we do not consider that it will compromise highway/pedestrian safety or the amenity of surrounding properties.

Therefore we **recommend the granting of listed building consent and advertisement consent.**

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

A handwritten signature in black ink, reading 'T Clarke', on a light-colored rectangular background.

Tom Clarke MRTPI
National Planning Adviser