

# Protecting theatres for everyone



Ref.: TC/2759

02 July 2021

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By e-mail: [planning@westoxon.gov.uk](mailto:planning@westoxon.gov.uk)

**Application:** 21/01801/ADV

**Site:** The Theatre 2 - 4 Spring Street Chipping Norton Oxfordshire OX7 5NL

**Proposal:** Replacement of the existing three poster frames on front elevation with two portrait metal construction internally illuminated poster display cases and one landscape metal construction internally illuminated poster display case

## **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 for advertisement consent has come to the attention of the Trust because it is seeking to replace signage at The Theatre Chipping Norton.

The Theatre is a valued arts and cultural facility for the town and its surrounding catchment. It has a mixed arts programme and is run as a charity. It has extensive education and outreach programmes and supports new and emerging works and producers. Venues such as this are particularly important for the social and cultural well-being of the community. Paragraph 92 of the NPPF seeks planning decisions to plan positively for facilities of this nature.

This proposal seeks to replace three of the existing poster frames to the front Spring Street elevation with LED backlit frames in the same locations. Illuminated signage is a common feature of theatre buildings, and will help improve prominence in hours of darkness. As these signs are the same scale as those existing, we do not consider they will cause harm to the building's character or its wider setting. Neither do we consider it would cause issues with

## **Theatres Trust**

22 Charing Cross Road, London WC2H 0QL

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

**Trustees** Richard Baldwin, Paul Cartwright, Paddy Dillon, Annie Hampson, Richard Johnston, Gary Kemp, Jane Spiers, Truda Spruyt, Katie Town

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

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regards to pedestrian and highway safety or the amenity of surrounding properties. There is in any case a commitment to turn these off after 11pm and this can be managed by condition if need be.

Therefore we are supportive of the granting of listed building consent.

Please contact us should you wish to discuss these comments in greater detail.

Tom Clarke MRTPI  
National Planning Adviser

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