

# Protecting theatres for everyone



Ref.: TC/1841

01 October 2021

Planning Services  
Leeds City Council  
The Leonardo Building  
2 Rossington Street  
Leeds  
LS2 8HD

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

**Application:** 21/06989/ADV

**Site:** Grand Theatre 46 New Briggate Leeds LS1 6NU

**Proposal:** Three illuminated projecting signs; three non-illuminated signs

## **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 seeks installation of new signage at Grade II\* listed Leeds Grand Theatre.

To the south-west entrance on the New Briggate (west) elevation two existing white wall-mounted plaques will be replaced with gold plaques of similar scale with illuminated lettering for the Howard Assembly Room above the inset doorway. Slightly north along the same elevation will be two new projecting signs.

To the western corner of the Harrison Street (south) elevation will be an internal LCD poster display which is visible externally along with further projecting sign.

The projecting signs are modest in scale and we do not consider these to harm the special character of the building as a heritage asset or detract from its setting within the conservation area. Similarly the plaques and lettering to the south-west entrance are appropriate in scale and appearance.

## **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)

Interim Chair Paddy Dillon Director Jon Morgan

Trustees Richard Baldwin, Paul Cartwright, 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

## Protecting theatres for **everyone**



With regards to the LCD poster display, the introduction of these has been common across the UK in recent years including at many other theatres which are designated heritage assets. These provide operational advantages for theatres because they can be altered with greater frequency and tailored depending on the time of day and audience for greater effectiveness. Similarly we do not consider this to detract from the theatre's significance.

Neither do we consider these proposals give rise to any issues with regards to amenity or highway safety.

Therefore we are supportive of the granting of advertisement consent.

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

A handwritten signature in black ink that reads "T Clarke". The signature is written in a cursive, slightly slanted style.

Tom Clarke MRTPI  
National Planning Adviser

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