

# Protecting theatres for everyone



Ref.: TC/2354

27 October 2021

Kathryn Cockburn  
Development and Regeneration Services  
Glasgow City Council  
231 George Street  
Glasgow  
G1 1RX

By e-mail: [planning.representations@drs.glasgow.gov.uk](mailto:planning.representations@drs.glasgow.gov.uk)

**Application:** 21/03114/ADV

**Site:** Citizens Theatre 119 Gorbals Street Glasgow G5 9DS

**Proposal:** Display of various illuminated signage.

## **Remit:**

Theatres Trust is the national advisory public body for theatres. We were established through the Theatres Trust Act 1978 'to promote the better protection of theatres' and provide statutory planning advice on theatre buildings and theatre use in Scotland through The Town and Country Planning (Development Management Procedure) (Scotland) Regulation 2013, 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 the display of illuminated signage and poster boxes at Citizens Theatre.

The theatre has been undergoing a refurbishment project including a redeveloped foyer and front of house area. Illuminated signage containing the theatre's name will be installed to the fly tower on its west elevation at high level and above the redeveloped main entrance block. Also along this elevation at street level will be a series of poster boxes which will contain show signage for current and upcoming productions and events. Further large lettering will be installed along the length of the southern elevation.

We consider the signage will help add prominence to the theatre whilst being sensitive to its heritage and complementing the design and character of its extension. Similarly show signage and posters are a common and recognisable feature of theatre buildings, helping to promote future shows and drawing interest.

We do not consider that these proposals would cause harm to amenity or detrimentally impact highway safety.

## **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**



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

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

Tom Clarke MRTPI  
National Planning Adviser

**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