

Protecting theatres for everyone



Ref.: TC/3199

10 November 2021

Martin Woodley
Planning and Sustainable Development
Cornwall Council
Pydar House
Pydar Street
Truro
TR1 1XU

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

Application: PA21/09928

Site: Hall For Cornwall Back Quay Truro Cornwall TR1 2LL

Proposal: Advertisement consent for banner signage to external elevations and poster boxes.

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 as it is seeking banner signage and additional poster boxes to Hall for Cornwall's main Back Quay elevation along with further poster boxes to the Boscawen Street elevation. Hall for Cornwall has been undergoing an improvement and redevelopment programme.

There are existing poster boxes either side of Hall for Cornwall's outer doors to its main entrance block to Back Quay. This proposal will see installation of two further boxes of equal size either side of the central doorway. Poster boxes are a common feature of theatres, cinemas and other entertainment venues. We do not consider these would harm the building's special character and there would be symmetry in their placement. There would also be a sign affixed to the stage door which will assist with wayfinding for performers and other visitors.

High level vertical banners will also be installed either side of the central set of windows and doorway. Again these are quite commonly applied to places of entertainment heritage assets

Theatres Trust

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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

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more generally which are visitor attractions. We do not consider these would harm the building or its wider setting. They will help activate Hall for Cornwall and improve visibility to it, drawing people to the building.

We do not consider that these additions would cause harm to the amenity of surrounding properties or impact on pedestrian or highway safety.

Similarly there will also be poster boxes and banners to the City Hall side of the building to Boscawen Street. It is not clear whether these would be used for theatre-related advertisements but the principle is the same as the Back Quay proposals and we would have no objection to these.

Therefore we would be supportive of the granting of advertisement consent.

Please contact us if you wish to discuss these comments further.

A handwritten signature in black ink that reads "T Clarke".

Tom Clarke MRTPI
National Planning Adviser

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