

Protecting theatres for everyone



Ref.: TC/2787

04 May 2022

Development Management
Civic Centre
Duke Street
Chelmsford
CM1 1JE

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

Application: 22/00707/ADV

Site: Civic Theatre Civic Centre Theatres Fairfield Road Chelmsford Essex CM1 1JG

Proposal: Installation of externally illuminated fascia signage. Poster boxes, screens and banner signs. (Internally illuminated)

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:

Thank you for consulting Theatres Trust on this application for advertisement consent at the Civic and Cramphorn Theatres, which seeks installation of new and replacement signage and poster boxes.

The theatre is undergoing a programme of refurbishment and upgrading, part of which was covered by a previous application which the Trust supported. We have also been consulted on a further application covering additional external works alongside this one, for which we have provided comments under separate cover. As part of this project the theatres are being renamed under unified branding, becoming known as Chelmsford Theatre.

Therefore this application partly responds to the change of name, replacing the respective Civic Theatre and Cramphorn Theatre high-level lettering with Chelmsford Theatre internally-illuminated signage; the latter in broadly the same position and the former in a new location to the left of the main entrance. Additional internally-illuminated logo and lettering will be installed to the south-west elevation facing Marconi Plaza and the Fairfield Road car park. The current

Theatres Trust

22 Charing Cross Road, London WC2H 0QL
T 020 7836 8591 E info@theatrestrust.org.uk W theatrestrust.org.uk

Chair Dave Moutrey **Director** Jon Morgan

Trustees Paul Cartwright, James Dacre, Suba Das, Stephanie Hall, Annie Hampson, Richard Johnston, Gary Kemp, Lucy Osborne, 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**



banners to the right of the main entrance and on the side south-western elevation will be renewed.

The existing poster boxes either side of the main entrance will be enlarged and replaced. Digital screens will be installed to the central frames of both sets of windows at the current Civic foyer. We would suggest that digital screens might be considered for all locations because these offer operational benefits of greater flexibility, frequency of changes and tailoring of messages. They also do not require manual changes and printing. Many such proposals to alter from posters to digital have come forward in recent times including at sensitive designated and non-designated heritage assets.

We do not consider that these alterations and additions will cause harm to amenity or impact on highway safety. Therefore we are supportive of the granting of advertisement consent.

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

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

Tom Clarke MRTPI
National Planning Adviser

Theatres Trust
22 Charing Cross Road, London WC2H 0QL
T 020 7836 8591 E info@theatrestrust.org.uk W theatrestrust.org.uk

Chair Dave Moutrey **Director** Jon Morgan

Trustees Paul Cartwright, James Dacre, Suba Das, Stephanie Hall, Annie Hampson, Richard Johnston, Gary Kemp, Lucy Osborne, 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