

Ref.: TC/3829

17 April 2024

Lewis Grant
East Herts Council
Wallfields
Pegs Lane
Hertford
SG13 8EQ

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

Application: 3/24/0517/ADV

Site: Hertford Theatre The Wash Hertford Hertfordshire SG14 1PS

Proposal: Erection of 3 internally illuminated fascia signs

Remit:

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 Theatres Trust because it is proposed that new signage and digital screens are installed at Hertford Theatre. The theatre is currently undergoing a programme of development

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

Telephone 020 7836 8591 **Email** info@theatrestrust.org.uk **Website** theatrestrust.org.uk **Twitter** @TheatresTrust

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Chair Dave Moutrey OBE

Director Jon Morgan

Trustees James Dacre, Suba Das, Stephanie Hall, Annie Hampson, Lucy Osborne, Truda Spruyt, Katie Town

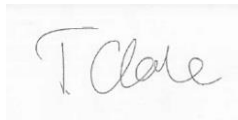
including extension which will add cinema screens, enhanced front of house and other facilities.

There will be three digital screens and illuminated lettering installed to the theatre's principle (northern) elevation. The lettering will reflect the theatre's new branding and wider cultural function (stage, screen and social) with the digital screens promoting the theatre's programme and wider offer.

Such advertisements are a common and recognisable feature of theatre design and character, digital screens constituting a modern equivalent of posterboards which would previously have been utilised. We do not consider that the proposals would give rise to unacceptable impacts on public safety or amenity. Levels of brightness of the screens and frequency of change (and restriction of content to directly relate to the theatre) can in any case be managed through condition if required.

We therefore support the granting of advertisement consent.

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



Tom Clarke MRTPI
National Planning Adviser

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