

Protecting theatres for everyone



Ref.: TC

30 August 2022

Grace Hewett
Development Management
Sustainable Communities
Regeneration and Economic Recovery Department
Bernard Weatherill House
8 Mint Walk
Croydon CR0 1EA

By e-mail: dmcomments@croydon.gov.uk

Application: 22/03411/ADV

Site: Stanley Hall South Norwood Hill South Norwood London SE25 6AB

Proposal: Installation of 1x vertical banner sign, 2x illuminated entrance signs and 1x digital notice board

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 the Trust because it is seeking installation of signage at Stanley Arts, formerly Stanley Hall. It is related to a previous listed building consent for external works to which the Trust submitted comments in support.

This proposal relates to signage to the south-west (South Norwood Hill) elevation. Existing signage above two of the doorways will be renewed to reflect the venue's new name and branding. The vertical banner appears to have already been installed. The remaining element is a digital display board which is outlined on the proposed elevation but mis-labelled.

Banners and digital signage of the nature proposed are common additions to theatres and other heritage assets of similar character. These help promote upcoming events and raise awareness of the venue and its offer. Subject to appropriate fixings and wiring these constitute reversible changes.

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

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We do not consider these additions will give rise to unacceptable impacts on highway safety or to the amenity of adjacent properties. Brightness, particularly of the digital screen, can in any case be controlled by condition if necessary.

Therefore we are supportive of the granting of advertisement consent.

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

A handwritten signature in black ink that reads "Tom Clarke". The signature is written in a cursive style.

Tom Clarke MRTPI
National Planning Adviser

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