

Protecting theatres for everyone



Ref.: TC/2475

02 September 2022

Rachel Tyas
Economy and Place Directorate
West Offices
Station Rise
York
YO1 6GA

By e-mail: planning.comments@york.gov.uk

Application: 22/01333/ADV

Site: Joseph Rowntree Theatre Haxby Road York YO31 8TA

Proposal: Display of 2no. internally illuminated digital 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 the Trust because it is seeking installation of digital signage at Joseph Rowntree Theatre.

This will replace existing static posters on the 'V-board' located to the front of the theatre's entrance on Haxby Road. Installation of digital signage has been common across several theatres in recent years including at those which are designated heritage assets. Digital screens allow for greater flexibility and better targeting of advertisements for shows, as well as avoiding need for manual change.

We do not consider the screens would compromise highway safety or harm the amenity of surrounding properties, but brightness and frequency of change can be managed by condition if deemed necessary.

We are therefore supportive of the granting of advertisement consent.

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**



Please contact us if we may be of further assistance of if you wish to discuss these comments in greater detail.

A handwritten signature in black ink that reads "T Clarke". The signature is written in a cursive, slightly slanted style.

Tom Clarke MRTPI
National Planning Adviser

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