

Protecting theatres
for **everyone**



Ref.: TC

31 October 2022

Ms Sabah Halli
SDNPA
South Downs Centre
North Street
Midhurst
GU29 9DH

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

Application: SDNP/22/02352/ADV

Site: Petersfield Town Council Festival Hall 24 Heath Road Petersfield Hampshire GU31 4EA

Proposal: Sign 01: READOGRAPH LED backlit polycarbonate display canopy fascia with removable magnetic lettering to display show information Sign 02: PETERSFIELD FESTIVAL HALL Internally illuminated metal building signage - Bronze coloured Sign 3 BUILDING INFORMATION WAYFINDING SIGNAGE Signage panel - Non illuminated building information sign - Bronze coloured backing/silver lettering Sign 04: TOWN HALL Halo illuminated metal building signage - Bronze coloured backing/silver lettering Sign 5: STAGE DOOR Halo illuminated building sign - Bronze coloured backing/silver lettering Sign 6: BUILDING INFORMATION WAYFINDING SIGNAGE Signage panel - Non illuminated building information sign - Bronze coloured backing/silver lettering Sign 7: BUILDING INFORMATION WAYFINDING SIGNAGE Signage panel - Non illuminated building information sign - Bronze coloured backing/silver lettering

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 corresponds with an associated application for planning permission to which we have responded under separate cover. This proposal is in relation to new signage at the Petersfield Festival Hall.

In line with our comments on the corresponding planning application, we consider this signage helps improve the visibility and prominence of the Festival Hall and its wider suite of facilities. We

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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do not consider that it detrimentally impacts amenity or undermines highway safety. Therefore we support the granting of advertisement consent.

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