

Ref.: TC/1863

12 February 2024

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Application: 138879/LO/2023

Site: Opera House Quay Street Manchester M3 3HP

Proposal: Listed Building Consent for the replacement of existing backlit and externally lit signage on the Quay Street elevations of the Opera House building with 11 no. LED display signs at street level, LED display signage on the face of the existing canopy, and v-sign LED display above the canopy.

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:

Thank you for consulting Theatres Trust on this application for listed building consent at the Opera House. It seeks to replace existing signage with LED screens.

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

There have been several applications of this nature for digital screens at theatres across the UK in recent years. They provide operational benefits in that they can be more dynamic and responsive to different audiences, allowing messages to be tailored for greater effect. They also remove the need and cost of printing and manual change.

The principle of signage of the proposed size and scale at the indicated locations on the building is already established, albeit there is a slight adjustment above the canopy. Nonetheless show signage and advertisements can be considered an integral and recognisable element of theatre character and design. Digital screens represent a more modern and dynamic interpretation of this. We do not consider the character and special historic significance of the Pavilion to be undermined and the impact in heritage terms is neutral.

We are supportive of the granting of listed building consent.

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



Tom Clarke MRTPI

National Planning Adviser

Theatres Trust

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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