

Ref.: TC/2519

22 February 2024

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Application: 23/02383/ADV

Site: Fairfield Halls And Ashcroft Theatre Park Lane Croydon CR9 1DG

Proposal: Erection of an internally illuminated SMD LED Wall Mounted Digital Display to the side elevation of the building

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 advertisement consent at Fairfield Halls. It seeks to install a high-level digital display screen to the side elevation of the building's foyer.

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

Signage of similar proportion has been in place at this location previously, and was present when visited by Theatres Trust recently. As noted within the applicant's submission, digital signage of a similar nature is in place at several other theatres around the country. Show signage is in any case a common feature of theatre and live performance venues and can be considered an integral element of their design and character.

On that basis we do not consider that this proposal would give rise to unacceptable impacts on highway safety or visual amenity. Brightness levels and frequency of change can be managed by condition if necessary.

We therefore support the granting of advertisement 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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