

Ref.: TC/2308

24 May 2024

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By e-mail: DC.Consultations@drs.glasgow.gov.uk

Application: 24/01203/LBA

Site: Theatre Royal 254 - 290 Hope Street Glasgow

Proposal: Display of digital signage.

Remit:

The Theatres Trust is the national advisory public body for theatres. We were established through the Theatres Trust Act 1978 'to promote the better protection of theatres' and provide statutory planning advice on theatre buildings and theatre use in Scotland through The Town and Country Planning (Development Management Procedure) (Scotland) Regulation 2013, 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 listed building consent has come to the attention of Theatres Trust because it is seeking to install digital signage at Theatre Royal Glasgow to replace existing posterboards.

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

Theatre Royal is a highly significant heritage asset which is Category A listed. It opened in 1867 but following a fire which destroyed the auditorium it was redesigned in a classical French renaissance style by renowned nineteenth century theatre architect C. J. Phipps. It became the founding and flagship venue of the Howard & Wyndham theatre company which was highly successful throughout the period from the late 1800s until 1960. In the partnership's later years it entered into a joint venture with the independent Scottish Television and Theatre Royal became a television studio in 1957. In 1975 it was taken on by Scottish Opera and was reverted back to a full-time theatre, becoming a notable venue for opera and ballet. It is the largest surviving example of Phipps' theatre work.

The principle of signage in these locations at the theatre is already established. The proposed screens will be of similar dimensions to the existing posterboards. Digital screens offer operational benefits for theatres as they can be altered more frequently and can be tailored to different audiences for better effect. Screens have been installed already at a number of historic theatres and other heritage assets.

We therefore support 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

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