

Ref.: TC/2360

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**Application:** 24/01199/LBA

**Site:** The Kings Theatre 297 Bath Street Glasgow G2 4JN

**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 relates to the installation of digital signage at King's Theatre to replace existing posterboards. We have provided comments on the corresponding application for advertisement consent under separate cover.

#### **Theatres Trust**

22 Charing Cross Road, London WC2H 0QL

**Telephone** 020 7836 8591 **Email** [info@theatrestrust.org.uk](mailto:info@theatrestrust.org.uk) **Website** [theatrestrust.org.uk](http://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

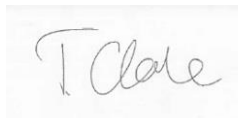
King's Theatre is a Category A listed heritage asset. It was built for the Howard & Wyndham company as a sister venue to Theatre Royal Glasgow, and was designed by renowned theatre architect Frank Matcham. It occupies a prominent site with two principal facades in Dumfriesshire red sandstone. The Bath Street elevation is symmetrical in Baroque and Art Nouveau influence, and a pavilion at either end housing the main foyer and stage access respectively. It is also richly decorated internally, with heavy mahogany doors and pink-grained marble lined walls with barrel-vaulted ceiling with statues leading to an opulent auditorium. King's is a large venue with a programme including touring West End shows, live music and prominent comedians and speakers. It is an important part of Glasgow's cultural offer.

The location of the proposed digital screens is to the corner of the building at the junction with Bath Street and Elmbank Street. These will replace two existing posterboards, with similar dimensions.

The principle of signage in these locations at the theatre is already established. 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 have recently commented on similar plans at Theatre Royal Glasgow.

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

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