

Ref.: TC/686

20 November 2024

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**Application:** 24/01224/LBC

**Site:** Mayflower Theatre Commercial Road Southampton SO15 1AP

**Proposal:** Listed building consent sought for installation of 7 signs. (2x internally illuminated projecting signs, 2x wall mounted signs, 2x poster signs and 1x entrance sign)

**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 listed building consent has come to the attention of Theatres Trust because it is seeking to install signage at Mayflower Theatre.

The Mayflower has undergone previous improvement and development, and earlier

**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** Vicky Browning OBE, Anna Collins, James Dacre, Suba Das, Liam Evans-Ford, Stephanie Hall, Annie Hampson, Tracy Ann Oberman, Lucy Osborne, Saratha Rajeswaran, Truda Spruyt, Michèle Taylor MBE, Katie Town

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# Theatres fit for the **future**

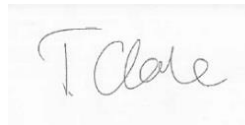
this year we supported proposals for an additional extension which will provide new rehearsal/studio spaces and back of house functions. These plans are related to that, replacing existing signage and installing new signage around the proposed extension.

Signage and posters are recognisable elements of theatre design and character, but in some cases also provide a more functional role in assisting with wayfinding particularly in relation to back of house functions. These proposals will help activate the theatre's new block, as well as provide directions to the reception and stage door.

This area of the theatre is already of lesser significance externally in heritage terms. We consider the proposed installations to be sensitively designed, located and proportioned.

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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