

Proposed LED Screens – Broadway Cinema & Theatre

Supporting Statement (incorporating Heritage Assessment and Design & Access Statement).

1 - Introduction

This short statement accompanies a planning application for 2 display screens on the frontage of Broadway Cinema and Theatre on Eastcheap, Letchworth Garden City.

2 - Proposed Development

The application seeks approval for the replacement of the existing card holders adjacent to the main entrance of the building, with 2 screens.

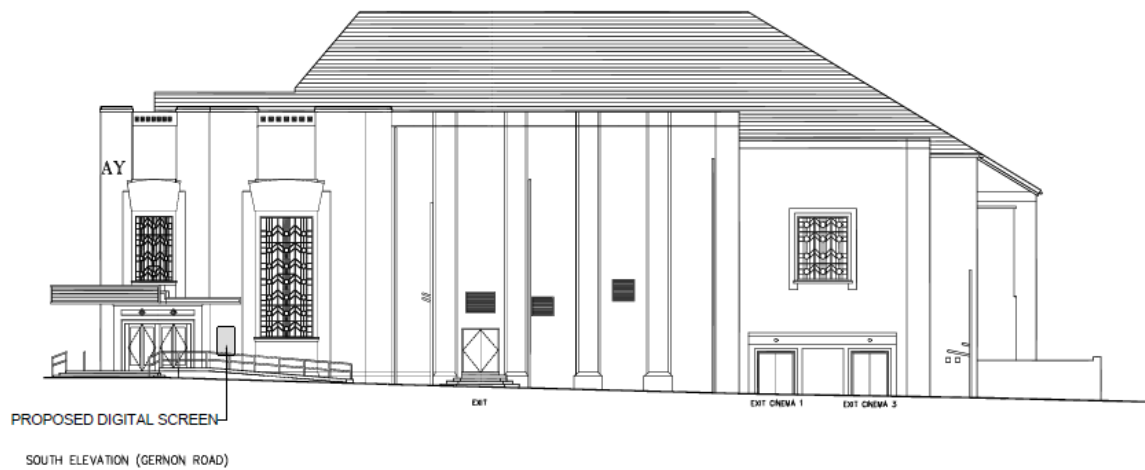
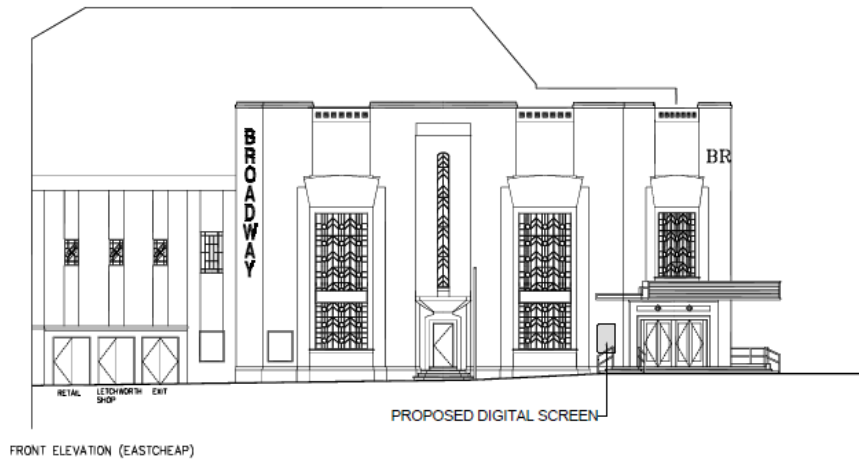
These will be similar to other installations and are of a minor nature:



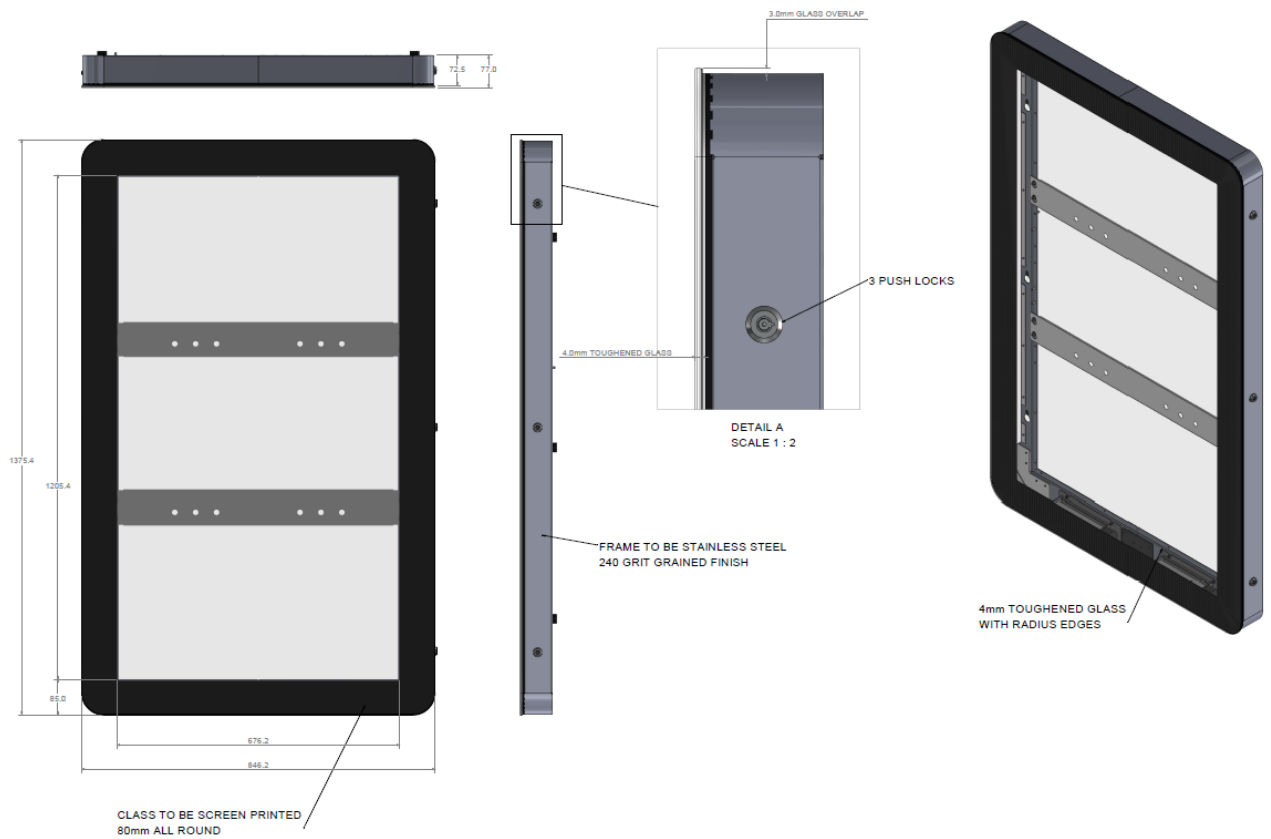
Royal Exchange Theatre Manchester (Grade II listed building)



The purpose of the proposed screens is to display film and theatre times and advertise events at the facility. They are located either side of the main entrance, so one facing Eastcheap and one on to Gernon Road.



The cabinets are 0.84m wide and 1.37m high, including the case. They will project approximately 0.77m from the building and will not cause any long-term damage to the building.



3 - Heritage Assessment

The Broadway is a non-listed building in the Conservation Area.

The appearance of the screens when considered against the façade, will be subordinate to the main building and when viewed against the existing architectural features, scale and signage, will not be visually dominant. They will also not be harmful to the Conservation Area setting, which includes a range of illuminated and non-illuminated signage as a town centre location.

The screens will be fitted in a manner that can be easily removed and will therefore not cause any long-term damage to the building.

The use of the screens will support the commercial viability of the building, which will help support its long-term stewardship.

As such, it is our submission that the proposed screen will not conflict with Policy HE1 which relates to development in designated heritage assets.

4 - Design & Access

The development relates to and supports an existing permitted **use**. The cinema and theatre is crucial to the local economy in Letchworth and North Hertfordshire, providing a high-quality venue for a range of cultural activities and for the full range of ages and backgrounds. Any measures that support this use should be acceptable in principle.

The **layout and scale** of the proposed screens are proportionate to the building, whilst being in a location that will maximise benefit, without harm to the heritage asset.

The proposed installation will make information on events at the cinema clearer and more accessible to a wider proportion of the community. At present, information is difficult to access and read. This proposal will provide clearer information and enhance **accessibility**.

Overall the **appearance** of the building and its setting will not be harmed by the proposed screens, which will represent a respectful addition.

5 - Conclusions

The proposal seeks planning permission for this minor addition of 2 x information screens to the Broadway Cinema and Theatre in Letchworth Town Centre.

The site is in a Conservation Area leading to the need for approval.

The screens are subordinate to the main building and its setting, representing a respectful addition that will improve accessibility of information and the commercial viability of a use, essential to the local economy, whilst not giving rise to any to the heritage asset, comprising the building and its wider Conservation Area setting.