

Our Ref.: RA/2126

10 May 2017

For the attention of Mr Simon Mounce  
Planning Development Management  
Hull City Council  
2nd Floor, Kingston House  
Bond Street  
HULL HU1 3ER

Dear Mr Mounce,

**Hull New Theatre, Kingston Square, Hull**

Application Ref.: 17/00375/LBC and 17/00286/ADV

I write regarding the above advertising and listed building applications to install new theatre identification signage on the Hull New Theatre's fly tower. The Theatres Trust supports the applications. Please see our remit and comments below.

**Remit:** The 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 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'.

**Advice:** The Trust supports this application as signage of this nature is a standard feature of a theatre building. It not only helps identify the theatre within the streetscape, but also helps to visually break up what would otherwise be the blank bulk of the fly tower and reflects the revised branding for the theatre. We note the original fly tower also had identification signage painted directly onto the top of the brickwork, and there are many examples of high level and fly tower identification signage on listed theatre buildings across the country, including:

- Lyceum, London (Grade II\*)
- Sunderland Empire (Grade II\*)
- Nottingham Playhouse (Grade II\*)
- Victoria Palace Theatre, London (II\*) – permitted, but yet to be installed
- Royal Court, Liverpool (Grade II)
- Hackney Empire (Grade II\*)
- National Theatre, London (Grade II\*)
- Chester Storyhouse (Grade II)

**Theatres Trust**

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**Chair** Tim Eyles **Director** Jon Morgan

**Trustees** Richard Baldwin, Paddy Dillon, Ruth Eastwood, Dame Penelope Keith DL, Dara Ó Briain, Peter Roberts, Ann Skippers, Anna Stapleton

The National Advisory Public Body for Theatres

The Theatres Trust Charitable Fund co-operates with Theatres Trust, has the same Trustees and is registered as a charity under number 274697

- Stephen Joseph Theatre, Scarborough (Grade II)
- Derby Theatre
- Birmingham REP
- Fairfield Halls, Croydon

Given the fly tower and new foyer extension are completely new structures, the signs will not affect any historic fabric and, in our opinion, will not harm the special architectural or historic significance of this heritage asset. The Trust would therefore recommend granting advertising and listed building consent.

Please contact us if we may be of further assistance.

Regards,

A handwritten signature in black ink, appearing to read 'Ross Anthony', with a horizontal line extending to the right.

Ross Anthony  
Planning Adviser