

# Protecting theatres for everyone



Our Ref.: RA/3889

18 August 2017

Mr Troy Davies  
Development Management  
London Borough of Southwark  
PO Box 64529  
London SE1P 5LX

Dear Mr Davies,

**Bridge Theatre, 1 Tower Bridge Road, London, SE1 2UP**

Application number: 17/AP/2998

I write regarding the above application for the installation of new signage for the Bridge theatre. The Trust's statutory remit and advice are outlined 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 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:** The Theatres Trust supports this application for the installation of new signage for the Bridge Theatre as it is a traditional and essential part of a theatre's character. It strengthens the theatre's visibility within the streetscape, which is particularly important in this case, as the uniform façade of this mixed use development doesn't readily identify the theatre within, unlike a traditional theatre building. It is also essential to advertise current shows to attract the range of audiences needed to fill a successful 900 seat theatre on a nightly basis.

The proposed signage to the Potters Fields Park frontage has been designed to fit within the confines and proportions of the alcove around the theatre entry, along with the static illuminated poster boxes to each side. The Stage Door sign is also an important feature to help with wayfinding, and again within the context of this mixed use building, it will be particularly important to help deliveries and the new crews and performers who will regularly change over at this venue. The sign is relatively minimal and generally reflects the other projecting horizontal elements that are a feature of the design of Duchess Walk.

The Trust recommends granting consent. Please contact us if we may be of further assistance.

Yours sincerely,

**Theatres Trust**

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

**Trustees** Richard Baldwin, David Blyth, Pam Bone, Paul Cartwright, Paddy Dillon, Ruth Eastwood, David Ian, Richard Johnston, Gary Kemp, Dara Ó Briain, Simon Ricketts, 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

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

Ross Anthony  
Planning Adviser