

Protecting theatres for everyone



Ref.: TC/2138

10 February 2021

Jasmine Whyard
Babergh and Mid Suffolk District Councils
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Ipswich
IP1 2BX

By e-mail: planningblue@baberghmidsuffolk.gov.uk

Application: DC/21/00406

Site: Regal Cinema Ipswich Street Stowmarket Suffolk IP14 1AY

Proposal: Application for Advertisement Consent - Erection of 2No illuminated signs on North Elevation facing car park.

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:

This application for advertisement consent has come to the attention of the Trust because it seeks to install two illuminated signs to the north elevation of the Regal Theatre.

The Regal is currently undergoing a significant development project which will improve and expand its facilities, enhancing its role as a cultural asset for Stowmarket and surrounding communities. The Trust wrote in support of the corresponding planning application in 2019. This new signage forms part of that project.

One of the proposed signs comprises high-level illuminated 'Regal' lettering. This will help improve the prominence of the Regal. The second is a vertical metal-coated projecting sign located to the side of the front entrance. We do not consider that either would compromise highway safety or pedestrian safety, or compromise the amenity of surrounding properties. Therefore we would be supportive of the granting of advertisement consent.

Please contact us should you wish to discuss these comments in further detail.

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

T 020 7836 8591 **E** info@theatrestrust.org.uk **W** theatrestrust.org.uk

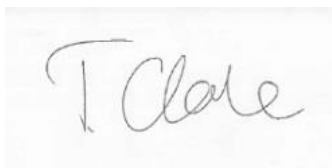
Chair Tim Eyles **Director** Jon Morgan

Trustees Richard Baldwin, Paul Cartwright, Paddy Dillon, Annie Hampson, Richard Johnston, Gary Kemp, Jane Spiers, Truda Spruyt, Katie Town

The National Advisory Public Body for Theatres

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

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for **everyone**



Tom Clarke MRTPI
National Planning Adviser

Theatres Trust

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