

Protecting theatres for **everyone**



Ref.: TC/1667

24 December 2021

Marie Haworth
City Development
Sunderland City Council
PO Box 102
Civic Centre
Sunderland
SR2 7DN

By e-mail: dc@sunderland.gov.uk

Application: 21/02597/ADV

Site: Empire Theatre Empire Buildings 4 - 5 High Street West Sunderland SR1 3EZ

Proposal: Erection of 5no banner adverts

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 has come to the attention of the Trust because it is seeking advertisement consent for banners at the Sunderland Empire.

The proposed banners are to be installed around the theatre's main tower entrance to promote Beauty and the Beast which is a significant future run of shows for the theatre. Signage of this nature is a common addition to theatre buildings, and by its nature it will be in place for a limited time as set out within the application form which mitigates impact on setting as a heritage asset.

We do not consider these advertisements would impact amenity or highway safety. Therefore we are supportive of the granting of advertisement consent.

A handwritten signature in black ink that reads 'T Clarke'.

Tom Clarke MRTPI
National Planning Adviser

Theatres Trust

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Interim Chair Paddy Dillon Director Jon Morgan

Trustees Richard Baldwin, Paul Cartwright, 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