

Protecting theatres for everyone



Ref.: TC/1667

26 July 2022

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

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

Application: 22/01375/ADV

Site: Empire Theatre Box Office Empire Buildings 4 - 5 High Street West Sunderland SR1 3EX

Proposal: Proposed signage on Theatre to be located on Fire Exit and Foyer Entrance Doors.

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 vinyl signage to the stalls entrance and exit doors to the eastern (Garden Place) elevation at Sunderland Empire.

The areas to which these are being applied are modern insertions and whilst the stalls entrance is within a sensitive area of the building the application of show advertisements and signage is a common feature of theatres and contributes to their character and distinctiveness. Furthermore vinyl signage constitutes a reversible change. We note from the application form the signage is already in place and therefore this a retrospective proposal.

We do not consider that this type of signage would give rise to negative impacts on highway safety or affect the amenity of nearby properties.

Therefore we are supportive of the granting of advertisement consent.

Theatres Trust

22 Charing Cross Road, London WC2H 0QL
T 020 7836 8591 E info@theatrestrust.org.uk W theatrestrust.org.uk

Chair Dave Moutrey **Director** Jon Morgan

Trustees Paul Cartwright, James Dacre, Suba Das, Stephanie Hall, Annie Hampson, Richard Johnston, Gary Kemp, Lucy Osborne, 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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Please contact us should you wish to discuss to these comments in further detail.

Tom Clarke MRTPI
National Planning Adviser

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