

# Protecting theatres for **everyone**



Ref.: TC/2570

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**Application:** 22/2859/A

**Site:** TRAMSHED THEATRE, 51-53 WOOLWICH NEW ROAD, LONDON, SE18 6ES.

**Proposal:** Installation of Proposed 'TRAMSHED' sign above the main entrance and provision of 2 A0 poster cases on the front elevation.

## **Remit:**

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 is seeking installation of signage and poster cases at the Tramshed Theatre.

The Tramshed is currently undergoing a programme of development and refurbishment. This proposal would see high-level 'Tramshed' lettering added to the front (north-west) elevation with a poster case either side of the main entrance below.

We consider that the signage will help improve prominence and visibility of the theatre. Poster boards are common features of theatre buildings, helping to promote current and upcoming shows and events.

We do not consider these proposals would give rise to unacceptable impacts on pedestrian or highway safety, or compromise the amenity of nearby properties and their occupants. 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](mailto:info@theatrestrust.org.uk) W [theatrestrust.org.uk](http://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 these comments further.



Tom Clarke MRTPI  
National Planning Adviser

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