

Protecting theatres  
for **everyone**



Ref.: TC

21 April 2023

Rachel Carrington  
Sheffield City Council  
Development, Environment & Leisure  
Howden House  
1 Union Street  
Sheffield  
S1 2SH

By e-mail: [planningapps@sheffield.gov.uk](mailto:planningapps@sheffield.gov.uk)

**Application:** 23/00687/ADV

**Site:** Denby Studio Cuthbert House Arley Street Sheffield S2 4QP

**Proposal:** Non-illuminated painted logo sign 'Theatre Deli' incorporated within a mural on the Arley Street side of the building

#### **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 to utilise the Arley Street elevation of the new site for Theatre Deli in the city for the painting of a large mural incorporating the theatre's name.

#### **Theatres Trust**

22 Charing Cross Road, London WC2H 0QL

**Telephone** 020 7836 8591 **Email** [info@theatrestrust.org.uk](mailto:info@theatrestrust.org.uk) **Website** [theatrestrust.org.uk](http://theatrestrust.org.uk) **Twitter** @TheatresTrust

**Facebook** @theatres.trust **Instagram** @TheatresTrust

**Chair** Dave Moutrey OBE

**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

## Protecting theatres for **everyone**



Theatre Deli is a theatre and arts organisation which focuses on programmes and provision for under-represented groups, utilising vacant sites as a base for its work and performances. It has operated out of a number of sites in London, and this is their third in Sheffield. They have operated in the city since 2014.

This will be a bold mural which will activate an otherwise utilitarian industrial unit. The Arley Street elevation to which this will be applied is currently painted in what appears to be an off-white. The proposed design will add visual interest and help improve the profile and visibility of the theatre site.

In terms of the advertisement consent specifically, we do not consider that this proposal would undermine highway safety and neither would it harm the amenity of surrounding properties.

Therefore we support the granting of advertisement consent.

Please contact us if we may be of further assistance or should you wish to discuss this representation in greater detail.

Tom Clarke MRTPI

National Planning Adviser

### Theatres Trust

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