

Protecting theatres  
for **everyone**



Ref.: TC/2787

06 December 2023

Development Management  
Civic Centre  
Duke Street  
Chelmsford  
CM1 1JE

By e-mail: [planning@chelmsford.gov.uk](mailto:planning@chelmsford.gov.uk)

**Application:** 23/01628/ADV

**Site:** Chelmsford Theatre Fairfield Road Chelmsford Essex CM1 1JG

**Proposal:** Proposed non-illuminated signage to be located on the windows and glass balustrade of the theatre cafe and bar.

#### **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 Theatres Trust because it is seeking to install new signage at Chelmsford Theatre.

The theatre has recently undergone a programme of refurbishment and upgrading of its front of house facilities, which has been welcomed and supported. As part of this project the theatre now operates an all-day bar and café from its studio theatre bar.

#### **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**



This proposed signage will help promote this offer with new bar and café signage to the front (south-east) elevation. There will also be new general theatre vinyl signage applied to the side of the studio theatre (south-west) elevation which faces the adjacent car park.

We consider that this new signage will further activate the theatre and promote its offer to audiences and other passers by. Due to the nature of this signage we do not consider there would be unacceptable impact on highway safety or the visual amenity of nearby properties.

We therefore support the granting of advertisement consent.

Please contact us if we may be of further assistance or should you wish to discuss these comments in further detail.

Tom Clarke MRTPI

National Planning Adviser

### 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