

Protecting theatres for everyone



Ref.: TC/1980

28 November 2022

Mary Collins
South Cambridgeshire Hall
Cambourne Business Park
Cambourne
Cambridge
CB23 6EA

By e-mail: Mary.Collins@greatercambridgeplanning.org

Application: 22/04230/ADV

Site: 6-7 Arts Theatre St Edwards Passage Cambridge Cambridgeshire CB2 3PJ

Proposal: Installation of a halo illuminated fascia sign and new canopy.

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:

Thank you for consulting Theatres Trust on this application for advertisement consent at the Arts Theatre. It corresponds with further applications for planning permission and listed building consent to which we have written in support under different cover. We have been engaged on these proposals at pre-application stage. This application relates to installation of a new canopy and fascia signage.

As set out in our other comments, we consider the theatre's existing frontage be understated with a lack of prominence. We are supportive of their plans in that respect for the Peas Hill entrance.

In terms of advertisement consent, we consider the new canopy and signage to be sensitive to the building's setting whilst meeting the project brief. We do not consider that the amenity of surrounding properties will be harmed, or that highway safety would be negatively impacted.

Therefore we are supportive of the granting of advertisement consent.

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

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

Protecting theatres
for **everyone**



greater detail.

A handwritten signature in black ink that reads "T Clarke". The signature is written in a cursive, slightly slanted style.

Tom Clarke MRTPI
National Planning Adviser

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