

Ref.: TC

10 April 2024

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Development Management
Sustainable Communities, Regeneration and Economic Recovery Department
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Croydon
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By e-mail: development.management@croydon.gov.uk

Application: 24/00845/ADV

Site: The Shoestring Theatre Oakley Road South Norwood London SE25 4XG

Proposal: Erection of illuminated signage.

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 relates to installation of signage at the Shoestring Theatre. We have commented on the corresponding application for planning permission under separate cover.

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

Telephone 020 7836 8591 **Email** info@theatrestrust.org.uk **Website** theatrestrust.org.uk **Twitter** @TheatresTrust

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

Chair Dave Moutrey OBE

Director Jon Morgan

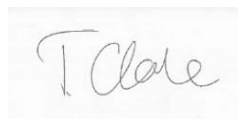
Trustees James Dacre, Suba Das, Stephanie Hall, Annie Hampson, Lucy Osborne, Truda Spruyt, Katie Town

We are supportive of the theatre's plans for new signage at their venue. We consider it will improve prominence and visibility of the venue. Signage including show signage can be considered an integral element of theatre design and character.

We consider the design and scale of the proposed signage to be appropriate for its location, and therefore will not have detrimental impact on highway safety or the 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

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