

Ms. Lisa Lindsley
Metropolis Planning & Design
4 Underwood Row
Walkden
N1 7LQ

Application Ref: **2014/5533/A**
Please ask for: **Rachel English**
Telephone: 020 7974 **1343**

19 May 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted Subject to a Section 106 Legal Agreement

Address:
The Dominion Theatre
268 - 269 Tottenham Court Road
London
W1T 7AQ

Proposal:
Installation of double sided static LED screen to front facade of theatre.
Drawing Nos: Site location plan, [2243-03] 002 (21/04/2017), 003 H (21/04/2017), 006 F (21/04/2017); Heritage Statement dated 6th June 2014 and Design and Access Statement dated 30th April 2014.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans: Site location plan, (2243-03-) 002, 003E, 004, 006E, 2243-03D, Heritage Statement dated 6th June 2014 and Design and Access Statement dated 30th April 2014

Reason: For the avoidance of doubt and in the interest of proper planning.



- 2 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The advertisement displays shall be statically illuminated and the intensity of the illumination of the digital sign shall not exceed 2500 candelas per square metre during the day and 400 candelas per square metre during the hours of darkness in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015. The levels of luminance on the digital sign should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within these limits.

REASON: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies D4, A1 and T1 of the Camden Local Plan Submission Draft 2016.

Informative(s):

- 1 Reason for granting permission:

The proposed internally illuminated LED digital display board is to adorn the facade of the Grade II listed Dominion Theatre to advertise forthcoming and current shows

and events. Although the proposed sign is very large and highly visible on the front elevation, it is considered acceptable in this instance due to the fact that it is advertising forthcoming events and will aid the successful functioning of the theatre. Furthermore, due to its location at this busy intersection which is a tourist destination, the size, location and method of illumination of the display is considered appropriate.

The proposal is considered to be acceptable in terms of size, design, location and method of illumination. It is not considered to cause such harm to the special character and appearance of the host and adjacent listed buildings, the conservation area and the streetscape as to warrant refusal of the application.

It is recommended that advertisement consent is granted subject to a S106 Legal Agreement securing a signage plan to ensure that the sign is erected and maintained appropriately.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning and appeal history has been taken into account when coming to this decision. No comments were received following the statutory consultations.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies and policies D2, D4 and A1 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

- 2 The emerging Camden Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ended on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:
<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive style with a large 'D' and 'J'.

David Joyce
Director of Regeneration and Planning