

Protecting theatres
for **everyone**



Ref.: TC/445

21 September 2023

Regeneration & Planning
Development Management
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

By e-mail: planning@camden.gov.uk

Application: 2023/2559/A

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

Proposal: Installation of double sided LED screen to front facade of theatre.

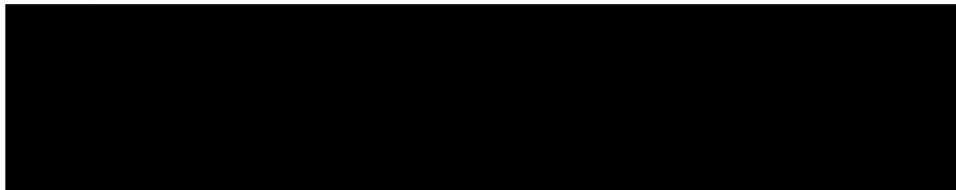
Remit:

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 has been brought to the attention of Theatres Trust because it is seeking advertisement consent for moving images or video clips to be shown on the LED screen to the front elevation of the theatre. We understand that a parallel application to vary an associated Section 106 agreement has also been submitted.

Theatres Trust
22 Charing Cross Road, London WC2H 0QL



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The screen itself is not being altered, and its presence has already been accepted through a previous application in 2014. Its location has traditionally been used for large and bold signage as demonstrated by historic images provided within the applicant's supporting documents.

The change would be the ability to utilise the screen for video clips, the purpose of which would be to add visual interest and draw attention to current and upcoming runs of shows at the theatre. Whilst the rationale for restricting this in the past is understood, since the time of the existing permission and Section 106 agreement the surrounding context has changed. The Dominion sits at a prominent location adjacent to the crossroads junction between Charing Cross Road, Oxford Street and Tottenham Court Road. This area sees extremely high footfall including large numbers of tourists and visitors to London. There have been alterations to the highway and public realm along with the completion of large developments either side of Charing Cross Road around the Tottenham Court Road station. This has introduced significant new digital signage including moving images to this location. Outernet, to the south of the Dominion, has the largest screen in London.

On that basis, we would be supportive of advertisement consent being granted to facilitate use of the Dominion's existing screen for moving images. We do not consider that this would diminish the building's special character and significance. Neither would we consider it to unacceptably compromise highway safety or visual amenity given the presence of similar installations. The duration and frequency of clips can be managed by condition.

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



Tom Clarke MRTPI

