

Application ref: 2023/3040/L
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Citizens Design Bureau
24 Brooklime House
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Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

Ambassadors Theatre
West Street
London
WC2H 9ND

Proposal: Installation of a new vertical oriented triangular metal frame incorporating a two-sided neon illuminated sign with 'Ambassadors' text, to West Street elevation above the existing canopy

Drawing Nos: 2201-3-001; 2201-3-011; 2201-3-060; 2201-3-111, rev F; 2201-3-300, rev D; 2201-3-350; 2201-3-351; AM001EX-R07, dated 10/11/2023; Design and Access Statement dated 25.07.2023

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

Conditions And Reasons:

- 1 The works hereby permitted shall be begun not later than the end of three years from the date of this consent.

Reason: In order to comply with the provisions of Section 18 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans:

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

- 3 All new work and work of making good shall be carried out to match the existing adjacent work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy D2 of the Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting permission/consent-

The proposal involves the installation of a new vertical oriented triangular metal frame incorporating a two-sided neon illuminated sign with 'Ambassadors' text, to The Ambassadors Theatre's West Street elevation above the existing canopy.

Vertical oriented, double-sided neon signs affixed to a triple sided metal frame, of a similar nature of that proposed, are commonly associated with theatres in central London, in particular long-standing historic theatres like the theatre at the application site. Similar signage also exists at the nearby historic St Martins Theatre one street block north of the application site. Historic photos also confirm both vertical oriented and fascia level neon signage was affixed to the exterior of The Ambassadors theatre between the mid-late twentieth century.

The double-sided illuminated sign would match the sign design and framing of the signs installed at the nearby St Martin's Theatre.

In addition, the sign's lettering would have a different colour finish from the St Martins Theatre letter signage, to allow for visually differentiation between the two theatres when these signs are viewed together.

In summary, the signage will cause no harm to the special interest of the Grade II listed theatre building, and will respect the setting of adjacent listed buildings including the former chapel in office use to the north-west at 24 West Street and the neighbouring St Martin's Theatre.

The planning history of the site has been taken into account when coming to this decision.

Special regard has been attached to the desirability of preserving or enhancing the listed building and its features of special architectural or historic interest, under s.16 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposal is in general accordance with policy D2 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and the National Planning Policy Framework.

- 2 You are advised that any works of alterations or upgrading not included on the approved drawings which are required to satisfy Building Regulations or Fire Certification may require a further application for listed building consent.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2021.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is written over a light grey rectangular background.

Daniel Pope
Chief Planning Officer