

Application ref: 2024/1501/A
Contact: Fast Track GG
Tel: 020 7974 4444
Email: Geri.Gohin@Camden.gov.uk
Date: 6 June 2024

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

Phone: 020 7974 4444

planning@camden.gov.uk

www.camden.gov.uk/planning

metropolis planning and design
Suite LP59350
20-22 Wenlock Road
London
N1 7GU

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

Address:

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

Proposal:

LED sign on facade of the theatre and show icon on the entrance canopy.

Drawing Nos: 2243-03-001; 3822-201; 3822-202; 3822-203; 3822-204; 3822-205; 3822-206; 3822-207; 3822-208; Specifications from "Lighthouse Create Impact" (x 1 page); "Purpose of the applications" document (x 5 pages); Photomontage (x 2 photographs); Covering Letter dated 11th April 2024 (x 2 pages); Heritage Statement dated April 2024 (x 4 pages).

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

Conditions and Reasons:

- 1 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.

- 2 No advertisement shall be sited or displayed so as to
(a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
(b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or
(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

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 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 as agreed with the applicant and in general accordance with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professionals' 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015. The advertisement display shall be statically illuminated and 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 policy D4 of the Camden Local Plan 2017.

- 7 The minimum display time for each static advertisement on the LED screen shall be 30 seconds.

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 policy

D4 of the Camden Local Plan 2017.

- 8 The LED screen hereby approved shall not display any moving images (including animation, flashing, scrolling three dimensional, intermittent or video elements).

Reason: To ensure that the advertisement does not harm the character and appearance of the streetscene 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 policy D4 of the Camden Local Plan 2017.

- 9 The interval between static advertisements on LED screen hereby approved shall take place over a period no greater than one second; the complete screen shall change with no visual effects (including fading, swiping or other animated transition methods) between displays and the display will include a mechanism to freeze the image in the event of a malfunction.

Reason: To ensure that the advertisement does not harm the character and appearance of the streetscene 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 policy D4 Camden Local Plan 2017.

Informative(s):

- 1 Reasons for granting advertisement consent:

The application building is a grade II listed building, dating from 1928-29. It is a purpose-built theatre, designed by W and TR Milburn. The front facade is constructed from Portland stone in a stripped classical design.

The building's special interest is partly derived from its front façade due to its grand composition and detailing which embodies a transitional phase in the history of theatre design, incorporating detailing associated with cinemas from the period.

The existing signage for "Sister Act" including a projecting large double sided LED screen would be removed. The new digital screen (7m high by 7m wide) would be installed along a large model of a red stiletto made of glass fibre (4.04m high by 5m wide) to promote the forthcoming run of "The Devil Wears Prada". The proposed shoe would be positioned on a plinth secured to the existing canopy steelwork. The temporary permission is sought running from the beginning of August for a period of 3 years. The digital screen would display a static image with a minimum display time of 30 seconds for each image. The minimum display time would be secured by condition.

Whilst the sign is large and obscures a large amount of the front elevation of the building, it is consistent with signage covering the front elevation that has been in place historically. It is to some degree, in keeping with the historic presentation of the building. The special interest of the listed building would therefore be preserved.

Bold show signage is a recognised feature of theatre buildings and other such live performance venues, contributing to their character as well as that of the wider

setting which forms the "Theatreland" cluster within London's West End. It is also accepted that the theatre needs to advertise itself and that although the current sign allows the front elevation to be visible, it is not the ideal solution and the current proposals is therefore preferable.

The size and positioning of the advertisements are acceptable. The proposed signage is considered to be acceptable in terms of its size, design, colour, materials, position and methods of fixing.

Furthermore, the proposed signage would not obscure any significant architectural features or otherwise visually harm the appearance of the listed building. As such, the proposal is considered to be acceptable.

The signage would not be harmful to either pedestrians or vehicular safety in accordance with the Camden Planning Guidance, nor would it have any adverse impact on neighbouring amenity. Camden's Transport team has been consulted and has raised no objections to the proposal.

The site's planning and appeals history has been taken into account when coming to this decision. No objections have been received.

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 Planning (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 A1, D1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2023.

- 2 You are encouraged to seek early pre-application planning advice for the advertisement of future shows taking place at the theatre.

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 in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is positioned above the printed name.

Daniel Pope
Chief Planning Officer