

Application ref: 2024/1435/L
Contact: Fast Track GG
Tel: 020 7974 4444
Email: Geri.Gohin@Camden.gov.uk
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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

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted

Address:

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

Proposal:

Removal of existing LED sign and installation of replacement 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; "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 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: 2243-03-001; 3822-201; 3822-202; 3822-203; 3822-204; 3822-205; 3822-206; 3822-207; 3822-208; "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).

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 listed building 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.

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 application has been advertised in the press and by means of a site notice. Bloomsbury CAAC and the Theatres Trust were consulted directly. The Theatres Trust responded supporting the application.

The site's planning history was taken into account when arriving at this decision.

Special regard has been attached to the desirability of preserving 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 proposed development is in general accordance with policy D2 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2023.

- 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 blue rectangular background.

Daniel Pope
Chief Planning Officer