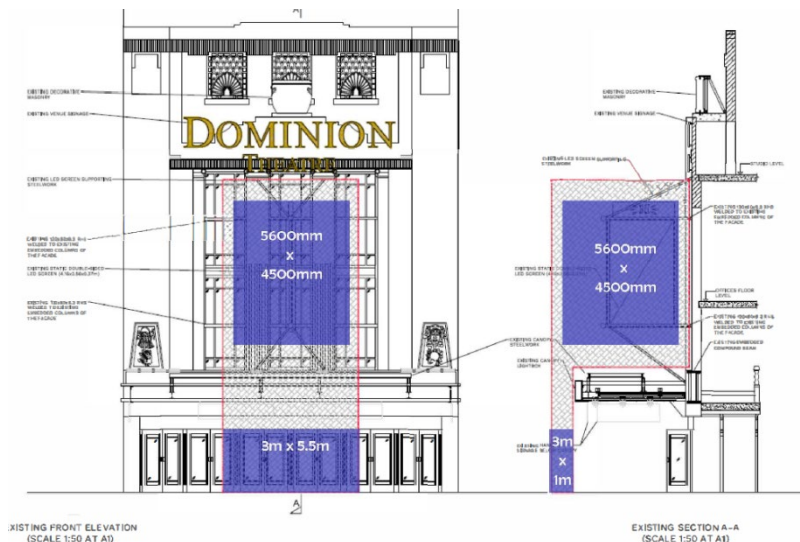


Application for Advertisement Consent Scaffold Shroud Show Signage

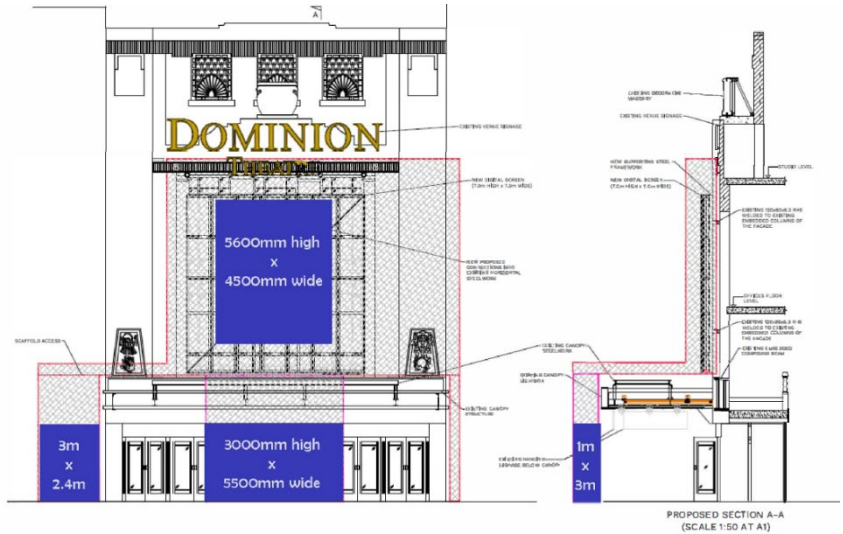
DOMINION THEATRE
268-269 TOTTENHAM COURT ROAD LONDON W1T 7AQ
On behalf of
Nederlander Dominion Limited
August 2024

1. New show signage has been approved for the Dominion Theatre ref 2024/1435/L and 2024/1501/A.
2. The approved signs are being installed and advertisement consent is sought to display show signage on the scaffold shroud for two shows that are booked in the theatre in the interim period before the main show begins in October.
3. The displays are directly related to the function of the theatre and they are essential to announce the presence of the productions which support the listed building.
4. The two shows are Sister Act - 22nd August to 3rd September and the Rocky Horror Show 4th Sept – 21st September.



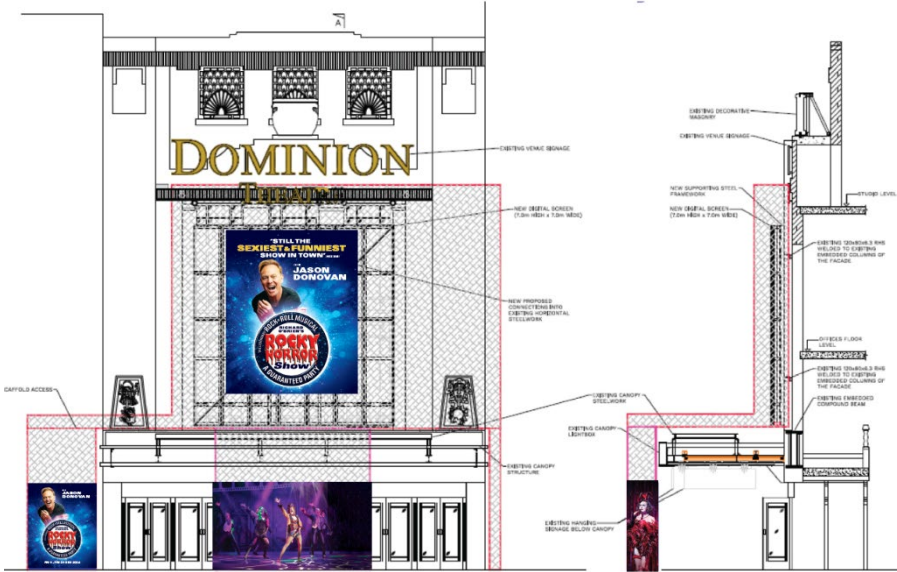
Scaffold for existing sign removal

5. There is one configuration of the scaffold for removing the existing signage and a second for the installation of the new signage. The signage positions on the shroud / scaffold are adjusted to suit each of these scaffolds.



Scaffold for existing sign removal

6. The show imagery at high level is a mesh pvc banner secured to the scaffold using a scaffold perimeter frame. The street level displays will be printed panelling fixed to the hoardings around the scaffold towers.



7. The signs will have conventional show content bespoke to each show.

8. Consent is sought from the date of this application to 30th September 2024.

1st August 2024