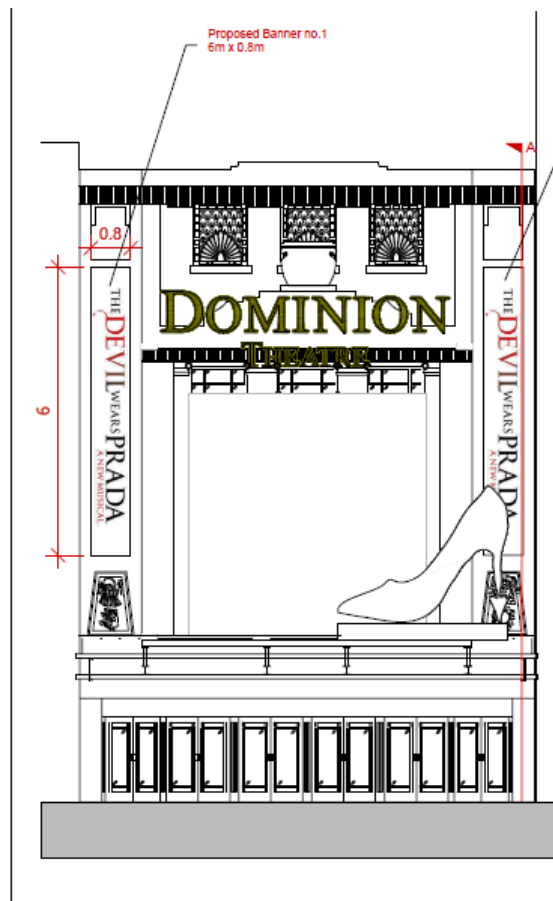


Heritage and Planning Statement Banner signage for The Devil Wears Prada

1. This statement supports an application for advertisement consent and listed building consent to display show signage on the frontage of the Dominion Theatre for the duration of the related production which opens in October 2024.
2. In accordance with paragraph 200 of the NPPF the level of detail required in this statement is proportionate to the impact of the proposal. A summary of the history and significance of the Dominion is contained in Appendix 1.
3. The two banner signs would be displayed in association with those approved (by 2024/145/L) on the flanks of the façade as shown below.
4. These are designed to sit within the plain pilasters and without interference with the capitols and base plaques. They will be made of digitally printed canvas and will appear as light fabric in front of the stone façade. As such the signs are well related to the overall façade composition and they are within the long tradition of exuberant show signage here and at other West End theatres.
5. The banners will be understood to be temporary. They will have no adverse effect on the listed building but will support its continued use as one of the largest commercial auditoria in the West End.



Appendix 1 : Significance of the Dominion

6. The history of The Dominion is well documented¹. Designed by W and TR Milburn and completed in 1929 it was built as a theatre and opened as such but was also designed with capacity to act as a super cinema as was popular at the time.
7. A key significance of the Dominion is its large capacity and spaciousness. With 2,835 seats on opening it became one of the largest theatres of the time alongside Drury Lane 2,600 and the Lyceum 2,891. In the late 1950's the balcony was blocked off (now studio space) reducing the capacity to 2,000 but even so it continues to be one of only five London commercial theatres with more than 2,000 seats; Drury Lane, Palladium, Lyceum and Apollo Victoria.
8. Initially the Dominion failed to gain traction as a theatre and was mainly a cinema from 1930 to the 1980's. It was sold to Gaumont in 1933 as a cinema and although occasional live shows took place in the late 1950's and 70's and 80's by the time it was listed in 1988 it had been used as a cinema for more than 50 years.
9. With cinema audiences declining the renewed attempts to stage live performances from 1981 to 1990 met with only limited success and, by the end of this period, its future was in doubt with redevelopment as a hotel mooted by owners Rank. The listing in 1988 taking place amidst these threats.
10. The building was acquired by Apollo Leisure in 1990 who, in association with the current owners Nederlander, began a process to make the theatre a leading West End musical venue. It has since benefited from a number of successful productions and continuing investment in its restoration.
11. The Dominion's success as a theatre is therefore a relatively recent chapter in its history taking some 70 years to arrive in full.
12. The large capacity of the Dominion is a mixed blessing; it has a relatively unique ability to cater for large audiences in a spacious refurbished auditorium, but needs to attract the productions that fill it.
13. Over the period of its ownership Nederlander has invested in an extensive refurbishment of the building with a major restoration of the auditorium and facade in 2014 following the closure of We Will Rock You. It is generally acknowledged that the building is now in the best decorative state that it has ever been post-war.
14. As one of the largest houses (and with even more capacity available) it has the ability to house the largest shows and the aim is to ensure that it can continue to do so. The sheer size of the Dominion means that this is a fundamental commercial requirement but equally important for safeguarding the listed building as there is no more secure way of doing that than having the theatre operating successfully at full capacity in a fully refurbished condition. It also sustains the contribution the Dominion makes to the success of the West End as a premier location for musical theatre and to the range of venues in Camden.

¹ References the listing cites 'The Architect and Building News' in 4th October, (1929) and 'Architects Journal' in 2nd October, (1929). A comprehensive history is given at ArthurLloyd.co.uk/DominionTheatre, and in Gaumont British Cinemas by Allen Eyles.