

Application ref: 2024/3270/A  
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Date: 10 September 2024

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Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990

### **Advertisement Consent Granted**

Address:

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

Proposal:

Temporary display of non-illuminated hoarding advertisements (printed panelling fixed to the hoardings) on scaffold towers to front elevation.

Drawing Nos: 2243-03-001; 3822-301A; Proposed Elevation (Front and Section) (x 2 pages); Proposed Front Elevation (Scaffold for install of new screen show imagery); Supporting Statement from Metropolis dated 1st August 2024 (x 2 pages); Heritage Statement from Metropolis received on 5th August 2024 (x 2 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 advertisement hereby permitted shall be displayed for a temporary period only and shall be removed on or before 21/09/2024.

Reason: This type of advertisement is not such as the Council is prepared to approve, other than for a limited period, in view of its appearance. Its permanent display would be contrary to the requirements of policies D1, D2 and D4 of the Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting advertisement consent:

Advertisement Consent (2024/1501/A) and Listed Building Consent (2024/1435/L) were granted on 6th June 2024 for the "removal of existing LED sign and installation of replacement LED sign on facade of the theatre and show icon on the entrance canopy".

This proposal involves the temporary display of non-illuminated hoarding advertisements (printed panelling fixed to the hoardings) on scaffold towers to the front elevation until 21st September 2024.

The hoardings would display images and text which would relate to two shows (Sister Act and the Rocky Horror Show).

The Council's Advertisements CPG states that hoarding advertisements will be considered acceptable if an area has a mix uses or is commercial in use, and where the advert relates satisfactorily to the scale of the host building and its surroundings.

The proposed temporary advertisement hoardings are considered appropriate in terms of their size, design and location and the advertisements displayed on the hoarding boards are sensitively designed. The proposed signage would not be harmful to either pedestrians or vehicular safety in accordance with Camden Planning Guidance, nor would it have any adverse impact on neighbouring amenity. The hoardings would not be illuminated, ensuring there would be no impact on neighbours in terms of lightspill.

The presence of the hoardings for a relatively short period of time in the interim period before the main show begins in October 2024 is not considered to have any lasting harm. Under these particular circumstances, the proposal is considered to be acceptable. A condition has been attached to this decision to ensure that the hoardings hereby permitted are removed in a timely fashion.

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

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2023.

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 written over a light blue rectangular background.

Daniel Pope  
Chief Planning Officer