

Theatres fit for the **future**



Ref.: TC/2076

30 September 2024

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

By e-mail: planning@camden.gov.uk

Application: 2024/3616/L

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

Proposal: Display of two temporary banner signs until 30th September 2027.

Remit:

Theatres Trust is the national advisory public body for theatres. We were established through the Theatres Trust Act 1976 'to promote the better protection of theatres' and provide statutory planning advice on theatre buildings and theatre use in England through The Town and Country Planning (Development Management Procedure) (England) Order 2015, requiring the Trust to be consulted by local authorities on planning applications which include 'development involving any land on which there is a theatre'.

Comment:

Thank you for consulting Theatres Trust on this application for listed building consent at the Dominion Theatre, which seeks to install two banner signs for a temporary three year period.

These banners will add additional signage for the forthcoming production of 'The Devil Wears Prada' alongside that already consented, for which we submitted comments of support earlier in 2024. They will extend down both flanks of the theatre's front elevation.

As noted in our previous comments there has been signage in this location covering the front elevation historically. This proposal is reversible and its time-limited nature means there would be no permanent harm to the building's setting. Nevertheless prominent show signage is a recognisable feature of the character and distinctiveness of theatre buildings and other places of live performance and entertainment.

We therefore support the granting of listed building consent.

Please contact us if we may be of further assistance or should you wish to discuss this representation in greater detail.

Tom Clarke MRTPI

National Planning Adviser