

Email: [planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
 Phone: 020 7974 4444  
 Fax: 020 7974 1680

Development Management  
 Camden Town Hall Extension  
 Argyle Street  
 London WC1H 8EQ

## Application for Consent to Display an Advertisement(s)

### Town and Country Planning (Control of Advertisement) (England) Regulations 2007 (as amended)

#### Publication of applications on planning authority websites

Please note that the information provided on this application form and in supporting documents may be published on the Authority's website. If you require any further clarification, please contact the Authority's planning department.

### Site Location

**Disclaimer:** We can only make recommendations based on the answers given in the questions.

If you cannot provide a postcode, the description of site location must be completed. Please provide the most accurate site description you can, to help locate the site - for example "field to the North of the Post Office".

Number

Suffix

Property Name

Address Line 1

Address Line 2

Address Line 3

Town/city

Postcode

Description of site location must be completed if postcode is not known:

Easting (x)

Northing (y)

Description

Donmar Warehouse is a 251-seat, not-for-profit Off-West End theatre in Covent Garden, London, England.

## Applicant Details

### Name/Company

Title

Ms

First name

Abby

Surname

Corfan

Company Name

Donmar Warehouse

### Address

Address line 1

3 Dryden Street

Address line 2

Covent Garden

Address line 3

Town/City

London

County

London

Country

United Kingdom

Postcode

WC2E 9NA

Are you an agent acting on behalf of the applicant?

Yes

No

## Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

## Agent Details

Name/Company

Title

Mr

First name

Timothy

Surname

Groom

Company Name

Endpoint

## Address

Address line 1

Unit G

Address line 2

11 Bell Yard Mews

Address line 3

Town/City

London

County

Country

United Kingdom

Postcode

SE1 3TN

## Contact Details

Primary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Secondary number

\*\*\*\*\* REDACTED \*\*\*\*\*

Fax number

Email address

\*\*\*\*\* REDACTED \*\*\*\*\*

## Type of Proposed Advertisement(s)

Please describe the proposed advertisement(s)

This planning application proposes the installation of three external signage elements designed to enhance the visibility of the Donmar Warehouse along the street and guide visitors to the entrance. Additionally, the proposed signage aims to strengthen Donmar's presence in a visually competitive environment, where various branding elements from other establishments line Earlham Street.

**Signtype A3 – Donmar Warehouse Photography:** This signage will showcase carefully selected images of the theatre's interior and ongoing plays, displayed within the bricked window portals. By externally presenting glimpses of the theatre's vibrant performances, the signage aims to generate intrigue and enhance the venue's presence.

**Signtype A1 – Entrance Canopy:** This signage will feature a projecting red canopy with internally illuminated 'Donmar' lettering, ensuring visibility from both directions along Earlham Street. Designed to provide a clear reference to the theatre entrance, this signage aligns with existing precedents in the area, such as the entrance canopy at Seven Dials Market.

**Signtype A2 – Projecting Banner:** This proposal seeks to replace the existing projecting banner with a long red blade featuring the Donmar brand against a red background. The lettering will be internally illuminated to ensure maximum visibility, even during evening hours. To promote energy efficiency, the illumination will be controlled by a timer, reducing power consumption during early morning hours.

**Advertisement Type:**

Fascia Sign

**Height:**

2.3 metres

**Width:**

2.4 metres

**Depth:**

0.5 metres

**What is the height from the ground to the base of the advertisement?:**

6.1 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0 metres

**What is the maximum height of any of the individual letters and symbols?:**

0 centimetres

**What materials will the advertisement be made of?:**

Digitally printed theatre images onto Dibond panels (Dibond is made of a material called an aluminium sandwich board. Dibond®, as the name suggests, consists of three layers. The outer sides are made up of two layers of 0.3 mm thick aluminium, which makes the sheet rigid. The middle layer is LDPE, which is very lightweight. This sandwich construction makes Dibond a rigid, yet lightweight material) using a UV ink to prevent any effects against the imagery over time from sun lights.

**The colour of text and background:**

No text used - all panels are photography, images of the theatre environment, colour will range depending on the angle and view of the theatre - please refer to the photo-visual and elevation detail.

**Will the advertisement be illuminated?:**

**Advertisement Type:**

Projecting or Hanging Sign

**Height:**

4.35 metres

**Width:**

0.5 metres

**Depth:**

0.245 metres

**What is the height from the ground to the base of the advertisement?:**

6.2 metres

**What is the maximum projection of the advertisement from the face of the building?:**

0.1 metres

**What is the maximum height of any of the individual letters and symbols?:**

26 centimetres

**What materials will the advertisement be made of?:**

Specification - Double sided projecting identification sign fabricated from sheet aluminium to clad a mild steel structural frame. Opal white acrylic logo to push through laser cut apertures on front & rear of cladding panels. Illumination - Front & rear opal white acrylic logos to be illuminated via warm white LEDs from internal space.

**The colour of text and background:**

Background panels to match Donmar banding red and 100% for the lettering

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

800 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

**Advertisement Type:**

Other type

**Height:**

0.85 metres

**Width:**

3.36 metres

**Depth:**

0.1 metres

**What is the height from the ground to the base of the advertisement?:**

4 metres

**What is the maximum projection of the advertisement from the face of the building?:**

1.9 metres

**What is the maximum height of any of the individual letters and symbols?:**

45 centimetres

**What materials will the advertisement be made of?:**

Open top structural steel rolled frame, projection clad in powder coated aluminium with 300mm high 32mm deep internally face illuminated lettering reading "DONMAR" and the internal face to have LED rope to provide halo illuminated effect to the lettering

**The colour of text and background:**

Pantone RED 032C - with opal acrylic to match 100% white.

**Will the advertisement be illuminated?:**

Yes

**Will the advertisement be illuminated internally or externally?:**

Internally

**Illuminance levels:**

800 cd/m<sup>2</sup>

**Will the illumination be static or intermittent?:**

Static

Please describe each of the 'Other type(s)' of advertising proposed

Signtype A1 – Entrance Canopy: This signage will feature a projecting red canopy with internally illuminated 'Donmar' lettering, ensuring visibility from both directions along Earlham Street. Designed to provide a clear reference to the theatre entrance, this signage aligns with existing precedents in the area, such as the entrance canopy at Seven Dials Market.

## Location of Advertisement(s)

Is the advertisement(s) you are applying for already in place?

- Yes  
 No

Is an existing advertisement(s) to be removed and replaced by the advertisement(s) in this proposal?

- Yes  
 No  
 Not Applicable

If Yes to either or both above, please show the existing sign(s) on an elevation drawing or photograph and state the references for the drawing(s) or photograph(s)

Please refer to page 10 within the 60269\_Donmar Warehouse\_Advertisement\_Consent document, and 60269\_Donmar Warehouse\_Advertisement\_Consent\_Existing Sign for specific photograph reference.

Will the proposed advertisement(s) project over a footpath or other public highway?

- Yes  
 No

## Advertisement(s) Period

Please state the period of time for which consent is sought for the advertisement

From Date

31/03/2025

To Date

31/03/2030

## Neighbour and Community Consultation

Have you consulted your neighbours or the local community about the proposal?

- Yes  
 No

## Site Visit

Can the site be seen from a public road, public footpath, bridleway or other public land?

- Yes  
 No

If the planning authority needs to make an appointment to carry out a site visit, whom should they contact?

- The agent  
 The applicant  
 Other person

## Pre-application Advice

Has assistance or prior advice been sought from the local authority about this application?

- Yes  
 No

## Interest In the Land

Does the applicant own the land or buildings where the adverts are to be placed?

- Yes  
 No

## Authority Employee/Member

With respect to the Authority, is the applicant and/or agent one of the following:

- (a) a member of staff
- (b) an elected member
- (c) related to a member of staff
- (d) related to an elected member

It is an important principle of decision-making that the process is open and transparent.

For the purposes of this question, "related to" means related, by birth or otherwise, closely enough that a fair-minded and informed observer, having considered the facts, would conclude that there was bias on the part of the decision-maker in the Local Planning Authority.

Do any of the above statements apply?

- Yes
- No

## Declaration

I/We hereby apply for Consent to display an advertisement as described in the questions answered, details provided, and the accompanying plans/drawings and additional information.

I/We confirm that, to the best of my/our knowledge, any facts stated are true and accurate and any opinions given are the genuine opinions of the person(s) giving them.

I/We also accept that, in accordance with the Planning Portal's terms and conditions:

- Once submitted, this information will be made available to the Local Planning Authority and, once validated by them, be published as part of a public register and on the authority's website;
- Our system will automatically generate and send you emails in regard to the submission of this application.

I / We agree to the outlined declaration

Signed

Timothy Groom

Date

23/02/2025