

Ms. Lisa Lindsley
Metropolis Planning & Design
4 Underwood Row
Walkden
N1 7LQ

Application Ref: **2014/5533/A**
Please ask for: **Rachel English**
Telephone: 020 7974 **1343**

19 May 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted Subject to a Section 106 Legal Agreement

Address:

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

Proposal:

Installation of double sided static LED screen to front facade of theatre.

Drawing Nos: Site location plan, [2243-03] 002 (21/04/2017), 003 H (21/04/2017), 006 F (21/04/2017); Heritage Statement dated 6th June 2014 and Design and Access Statement dated 30th April 2014.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 The development hereby permitted shall be carried out in accordance with the following approved plans: Site location plan, (2243-03-) 002, 003E, 004, 006E, 2243-03D, Heritage Statement dated 6th June 2014 and Design and Access Statement dated 30th April 2014

Reason: For the avoidance of doubt and in the interest of proper planning.



- 2 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.

- 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 displays shall be statically illuminated and the intensity of the illumination of the digital sign shall not exceed 2500 candelas per square metre during the day and 400 candelas per square metre during the hours of darkness in line with the maximum permitted recommended luminance as set out by 'The Institute of Lighting Professional's 'Professional Lighting Guide 05: The Brightness of Illuminated Advertisements' 2015. The levels of luminance on the digital sign should be controlled by light sensors to measure the ambient brightness and dimmers to control the lighting output to within these limits.

REASON: To ensure that the advertisement does not harm the character and appearance of the area and does not create a distraction to pedestrian or vehicular traffic and therefore cause a hazard to highway safety. In accordance with the requirements of policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy and policies DP21, DP24 and DP26 of the London Borough of Camden Local Development Framework Development Policies, policies D4, A1 and T1 of the Camden Local Plan Submission Draft 2016.

Informative(s):

- 1 Reason for granting permission:

The proposed internally illuminated LED digital display board is to adorn the facade of the Grade II listed Dominion Theatre to advertise forthcoming and current shows

and events. Although the proposed sign is very large and highly visible on the front elevation, it is considered acceptable in this instance due to the fact that it is advertising forthcoming events and will aid the successful functioning of the theatre. Furthermore, due to its location at this busy intersection which is a tourist destination, the size, location and method of illumination of the display is considered appropriate.

The proposal is considered to be acceptable in terms of size, design, location and method of illumination. It is not considered to cause such harm to the special character and appearance of the host and adjacent listed buildings, the conservation area and the streetscape as to warrant refusal of the application.

It is recommended that advertisement consent is granted subject to a S106 Legal Agreement securing a signage plan to ensure that the sign is erected and maintained appropriately.

The proposal will not impact on the neighbours' amenity nor would it be harmful to either pedestrian or vehicular safety.

The site's planning and appeal history has been taken into account when coming to this decision. No comments were received following the statutory consultations.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP21, DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies and policies D2, D4 and A1 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

- 2 The emerging Camden Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ended on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

You can find advice in regard to your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully

A handwritten signature in black ink that reads "David T. Joyce". The signature is written in a cursive style with a large initial 'D' and 'J'.

David Joyce
Director of Regeneration and Planning

Ms. Lisa Lindsley
Metropolis Planning & Design
4 Underwood Row
Walkden
N1 7LQ

Application Ref: **2014/5532/L**
Please ask for: **Rachel English**
Telephone: 020 7974 **1343**

19 May 2017

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Granted Subject to a Section 106 Legal Agreement

Address:

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

Proposal:

Installation of double sided static LED screen to front facade of theatre.

Drawing Nos: Site location plan, [2243-03] 002 (21/04/2017), 003 H (21/04/2017), 006 F (21/04/2017); Heritage Statement dated 6th June 2014 and Design and Access Statement dated 30th April 2014.

The Council has considered your application and decided to grant Listed Building Consent subject to the following condition(s):

Conditions And Reasons:

- 1 All new work and work of making good shall be carried out to match the original work as closely as possible in materials and detailed execution.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy



DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 2 All new external and internal works and finishes and works of making good to the retained fabric, shall match the existing adjacent work with regard to the methods used and to material, colour, texture and profile, unless shown otherwise on the drawings or other documentation hereby approved or required by any condition(s) attached to this consent.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

- 3 The works hereby approved are only those specifically indicated on the drawing(s) referred to above.

Reason: In order to safeguard the special architectural and historic interest of the building in accordance with the requirements of policy CS14 of the London Borough of Camden Local Development Framework Core Strategy and policy DP25 of the London Borough of Camden Local Development Framework Development Policies.

Informative(s):

- 1 Reason for granting Listed Building consent:

The proposed LED digital display board is to adorn the facade of the Grade II listed Dominion Theatre to advertise forthcoming and current shows and events. Although the proposed sign is very large and highly visible on the front elevation, it is considered acceptable in this instance due to the fact that it is advertising forthcoming events and will aid the successful functioning of the theatre. Furthermore, due to its location at this exceptionally busy intersection which is a tourist destination, the size and location of the display is considered appropriate.

The proposal is considered to be acceptable in terms of size, design, location and materials to be used. It is not considered to cause such harm to the special character and appearance of the host and adjacent listed buildings, the conservation area and the streetscape as to warrant refusal of the application.

It is recommended that listed building consent is granted subject to a S106 Legal Agreement securing a signage plan to ensure that the sign is erected and maintained appropriately.

The site's planning and appeal history has been taken into account when coming to this decision. No comments were received following the statutory consultations.

Considerable importance and weight has been attached to the harm and special

regard has been paid to the desirability of preserving the listed building and its features of special architectural or historic interest, under s.16 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policy CS14 of the London Borough of Camden Local Development Framework Core Strategy, and policy DP25 of the London Borough of Camden Local Development Framework Development Policies and policies D2 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

- 2 The emerging Camden Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ended on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.

You can find advice about your rights of appeal at:

<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

Yours faithfully



David Joyce
Director of Regeneration and Planning

Greg Cooper
Metropolis Planning & Design
4 Underwood Row
Walkden
N1 7LQ

Application Ref: **2014/5219/P**
Please ask for: **Rachel English**
Telephone: 020 7974 1343

19 May 2017

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990 (as amended)

Full Planning Permission Granted Subject to a Section 106 Legal Agreement

Address:

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

Proposal:

Installation of (projecting) double sided static LED screen to front facade of theatre.
Drawing Nos: Site location plan, [2243-03] 002 (21/04/2017), 003 H (21/04/2017), 006 F (21/04/2017); Heritage Statement dated 6th June 2014 and Design and Access Statement dated 30th April 2014.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).



- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: Site location plan, [2243-03] 002 (21/04/2017), 003 H (21/04/2017), 006 F (21/04/2017); Heritage Statement dated 6th June 2014 and Design and Access Statement dated 30th April 2014.

Reason: For the avoidance of doubt and in the interest of proper planning.

Informative(s):

- 1 Reasons for granting permission.

The proposed LED digital display board is to adorn the facade of the Grade II listed Dominion Theatre to advertise forthcoming and current shows and events. Although the proposed sign is very large and highly visible on the front elevation, it is considered acceptable in this instance due to the fact that it is advertising forthcoming events and will aid the successful functioning of the theatre. Furthermore, due to its location at this exceptionally busy intersection which is a tourist destination, the size and location of the display is considered appropriate.

The proposal is considered to be acceptable in terms of size, design, location and materials to be used. It is not considered to cause such harm to the special character and appearance of the host and adjacent listed buildings, the conservation area and the streetscape as to warrant refusal of the application.

It is recommended that planning permission is granted subject to a S106 Legal Agreement securing a signage plan to ensure that the sign is erected and maintained appropriately.

The surrounding buildings are in use as commercial, office and retail purposes; therefore the proposals are not considered to cause harm to neighbouring amenity in terms of daylight, outlook or privacy.

The site's planning and appeal history has been taken into account when coming to this decision. No comments were received following the statutory consultations.

Considerable importance and weight has been attached to the harm and special attention paid to the desirability of preserving or enhancing the character or appearance of the conservation area and special regard has been attached to the desirability of preserving the listed building or its setting or any features of special architectural or historic interest which it possesses, under s.66 and s.72 of the Listed Buildings and Conservation Areas Act 1990 as amended by the Enterprise and Regulatory Reform Act (ERR) 2013.

As such, the proposed development is in general accordance with policies CS5, CS14 and CS17 of the London Borough of Camden Local Development Framework Core Strategy, and policies DP24, DP25 and DP26 of the London Borough of Camden Local Development Framework Development Policies and policies D1, D2 and A1 of the Camden Local Plan Submission Draft 2016. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

- 2 Your attention is drawn to the fact that there is a separate legal agreement with the Council which relates to the development for which this permission is granted. Information/drawings relating to the discharge of matters covered by the Heads of Terms of the legal agreement should be marked for the attention of the Planning Obligations Officer, Sites Team, Camden Town Hall, Argyle Street, WC1H 8EQ.
- 3 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts which cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Argyle Street WC1H 8EQ, (tel: 020-7974 6941).
- 4 Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You are advised to consult the Council's Compliance and Enforcement team [Regulatory Services], Camden Town Hall, Argyle Street, WC1H 8EQ (Tel. No. 020 7974 4444 or on the website <http://www.camden.gov.uk/ccm/content/contacts/council-contacts/environment/contact-the-environmental-health-team.en> or seek prior approval under Section 61 of the Act if you anticipate any difficulty in carrying out construction other than within the hours stated above.
- 5 The emerging Camden Local Plan is reaching the final stages of its public examination. Consultation on proposed modifications to the Submission Draft Local Plan began on 30 January and ended on 13 March 2017. The modifications have been proposed in response to Inspector's comments during the examination and seek to ensure that the Inspector can find the plan 'sound' subject to the modifications being made to the Plan. The Local Plan at this stage is a material consideration in decision making, but pending publication of the Inspector's report into the examination only has limited weight.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraphs 186 and 187 of the National Planning Policy Framework.

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Director of Regeneration and Planning