

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

Application Ref: **2018/0146/A**
Please ask for: **Matthias Gentet**
Telephone: 020 7974 **5961**

4 April 2018

Dear Sir/Madam

DECISION

Town and Country Planning Act 1990

Advertisement Consent Granted

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

Proposal: Display of show signage on the canopy of the Dominion Theatre consisting of 2no non-illuminated 'flame motorbike' cut outs, internally illuminated 'Bat Out Of Hell' letters with accompanied full width non-illuminated flames cut out.

Drawing Nos: Heritage and Design Statement (January 2018); Covering Letter (10/01/2018); 2854-001; 2845-002; 2854-003; 2845-004 ; 2854-005; 2845-006.

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 development hereby permitted is for a temporary period of 5 years only and shall cease on or before the end of 5 years from the date of this decision at which time the entire sign shall be removed, unless an extension of the 5 years is agreed.

Reason: The type of structures are not such as the Council is prepared to approve, other than for a limited period, in view of their appearance. The permanent retention of the structures would be contrary to the requirements of Policies D1, D2 and D4 of the Camden Local Plan.

Informative(s):

- 1 Reason for granting permission:

The proposed non-illuminated signage and internally illuminated 'Bat Out Of Hell' letters are to be erected atop the existing canopy of the Dominion Theatre to promote - and remain in place for the duration of - the forthcoming show.

Although the Council would not normally encourage the proliferation/accumulation

of signage on any given elevation; the proposed signs would be a temporary feature associated with the publicity and promotion of this particular show. The signage would not result in any lasting impact on the historic or architectural significance and fabric of the host listed building.

The proposal is therefore considered acceptable in terms of its size, design, materials and location. It will preserve the character and appearance of the host and adjacent building, the conservation area and the streetscape, and will not harm the setting of the host and adjacent listed buildings.

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

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 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act [ERR] 2013. Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act [ERR] 2013.

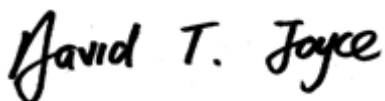
As such, the proposed development is in general accordance with policies A1, D1, D2 and D4 of the Camden Local Plan 2017. The proposed development also accords with policies of the London Plan 2016; and the National Planning Policy Framework.

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, slightly slanted style.

David Joyce
Director of Regeneration and Planning