

Ref.: TC/2076

7 May 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: 2024/1435/L

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

Proposal: Removal of existing LED sign and installation of replacement LED sign on facade of the theatre and show icon on the entrance canopy.

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'.

Theatres Trust

22 Charing Cross Road, London WC2H 0QL

Telephone 020 7836 8591 **Email** info@theatrestrust.org.uk **Website** theatrestrust.org.uk **Twitter** @TheatresTrust

Facebook @theatres.trust **Instagram** @TheatresTrust

Chair Dave Moutrey OBE

Director Jon Morgan

Trustees James Dacre, Suba Das, Stephanie Hall, Annie Hampson, Lucy Osborne, Truda Spruyt, Katie Town

Comment:

Thank you for consulting Theatres Trust on this application for listed building consent at the Dominion Theatre, which seeks to remove and replace show signage to the theatre's front elevation and canopy.

The purpose of this alteration is to install new signage along with a large model of a red stiletto to promote the forthcoming run of 'The Devil Wears Prada'. The existing signage for 'Sister Act' including a projecting large double-sided LED screen will be removed. The replacement LED screen will be flush to the theatre's elevation, concealing its front windows behind.

Large signage covering the front elevation has been in place historically; we have images on file which show this. In any case bold show signage is a recognised feature of theatre buildings and other such live performance venues, contributing to their character as well as that of the wider setting which forms the 'Theatreland' cluster within London's West End. This proposal also constitutes a reversible change and by nature is time-limited.

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

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