

<b>CITY OF WESTMINSTER</b>			
<b>PLANNING APPLICATIONS COMMITTEE</b>	<b>Date</b> 14 March 2017	<b>Classification</b> For General Release	
<b>Report of</b> Director of Planning		<b>Ward(s) involved</b> West End	
<b>Subject of Report</b>	London Palladium 7-8 Argyll Street London W1F 7TQ		
<b>Proposal</b>	Display of an LED advertising screen, restoration and redecoration of facades and installation of metal artwork screen, on Great Marlborough Street.		
<b>Agent</b>	Lee / Fitzgerald Architects		
<b>On behalf of</b>	Really Useful Theatres Group		
<b>Registered Number</b>	16/11351/LBC 16/11350/FULL 17/00925/ADV	<b>Date amended/ completed</b>	6 February 2017
<b>Date Application Received</b>	30 November 2016		
<b>Historic Building Grade</b>	Grade 2 Star		
<b>Conservation Area</b>	Regent Street		

## 1. RECOMMENDATION

Grant planning permission, listed building consent and advertisement consent.

## 2. SUMMARY

The Palladium is a Grade 2 Star listed building in the Regent Street Conservation Area. The main façade is on Argyll Street but there is also a frontage on Great Marlborough Street, which includes a service entrance and contains the stage door, fire escapes and loading/get in area. Traditional theatre adverts are displayed at ground floor level. The Great Marlborough Street buildings form part of the curtilage of the listed building. The building to the west is listed grade 2 and the Liberty building opposite, on the south side of the street, is listed grade 2 star. The Soho Conservation Area lies to the south and east.

The proposals involve the installation of a large LED screen for the display of adverts relating to the theatre. Around this is metal screen designed by the artist Lee Simmonds. The screen takes the form of metal panels with the faces of famous artists who have appeared at the Palladium. This screen incorporates a gate to the service area beyond. The art would extend in front of the central building in the form of decorative railings, replacing the existing traditional railings. The existing buildings would be renovated and painted dark grey. The large sign at ground floor level would be

removed.

The City Council has permitted LED screens on theatres, such as the Prince Edward in Old Compton Street, in accordance with policy DES 8, subject to conditions to ensure that this form of advertising is capable of being managed and controlled to ensure the preservation of amenity. The difference in this current case is that the screen is not on the main theatre building.

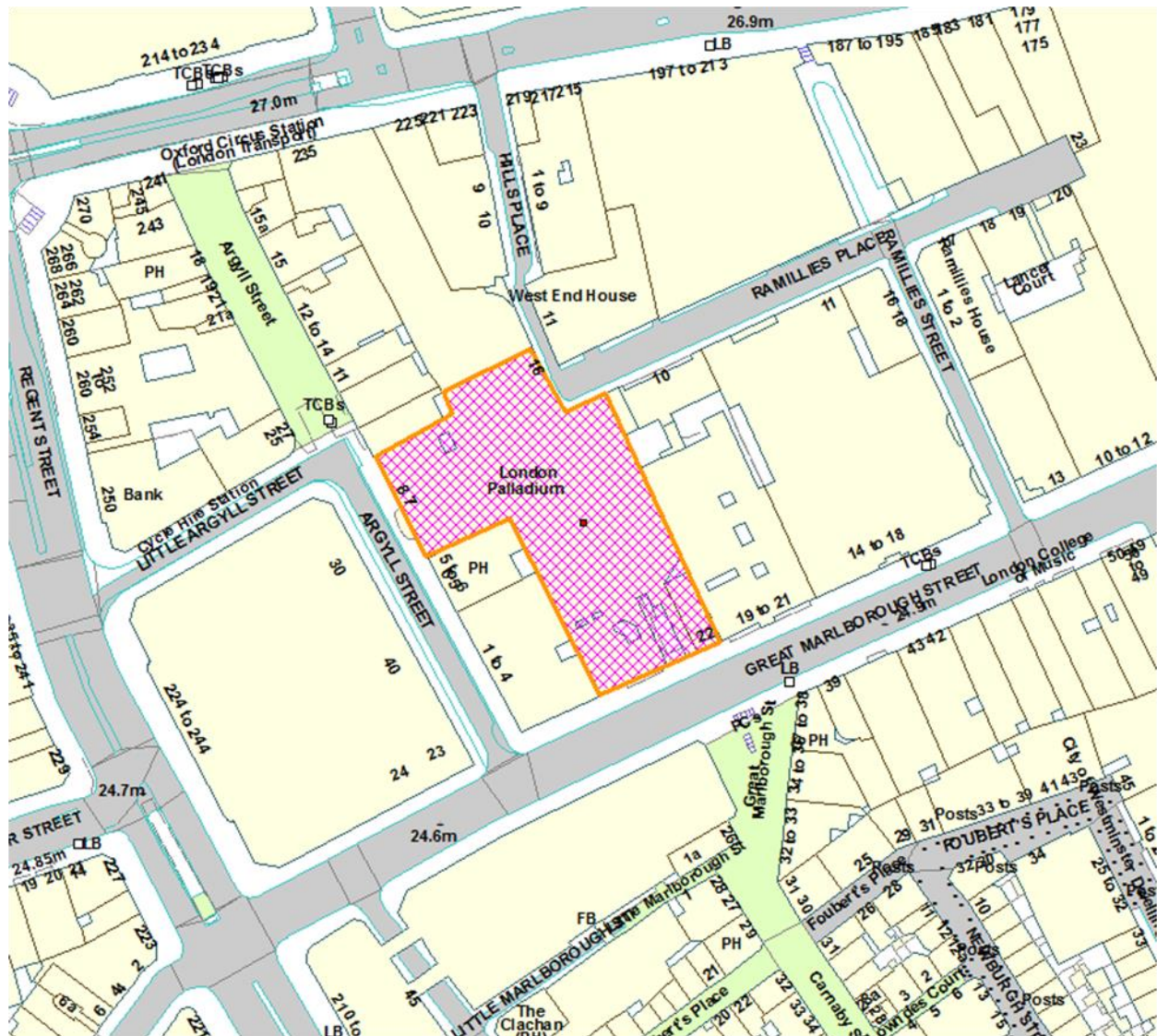
A number of objections have been received to the proposals from adjacent occupiers and from Historic England. The Soho Society does not object but has suggested revisions. The Theatres Trust supports the proposals. Other responses object to the visual impact of the screen, its impact on adjacent listed buildings, light pollution, potential crowding on the pavement resulting from activity around the stage door, and the impact on both the restaurant business and a side window of 22 Great Marlborough Street.

It is considered that the proposal does improve the appearance of this part of the theatre and the decorative metal panels are potentially attractive. If consent is to be granted, details would be required of the artwork. However, it is considered that the existing railings are attractive and should be retained.

The adjacent buildings are not in residential use and there is no impact on residential amenity. Any impact on adjacent restaurant business is not a material planning consideration. It is not considered that the alterations will affect highway safety. Painting the buildings dark grey is unusual, but given the large black building to the west, which is also listed, in this context black does not appear inappropriate or harmful.

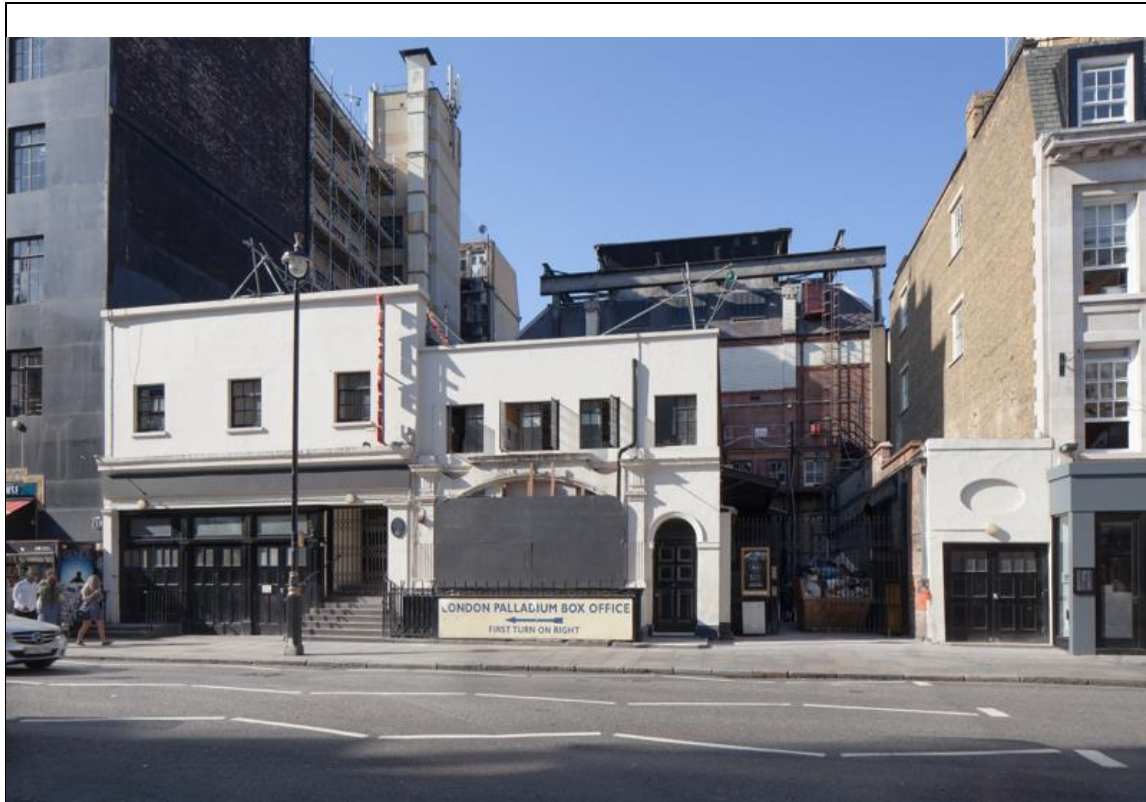
The LED screen has a significant impact on the street scene and the amenity of the area generally. If it were not on a theatre building and not advertising the theatre it would be contrary to the City Council's long standing policies on large scale advertising and would be wholly unacceptable. However, on balance, when taken as a whole, the scheme is considered acceptable and in line with the City Council's policies. If consent is to be granted then conditions should be imposed to make sure the images relate to the theatre only, and that they are static images. Moving images would be highly intrusive and damaging to amenity.

## 3. LOCATION PLAN



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4. PHOTOGRAPHS



The existing view from the south side of Great Marlborough Street



The proposed view from the south side of Great Marlborough Street



## 5. CONSULTATIONS

### SOHO SOCIETY

No objection in principle. Consider that the dark colour is inappropriate.

### HISTORIC ENGLAND

Request further information about the impact of the works on the listed building. Urge caution about the use of large LED screen. Size and position should be reconsidered.

### THEATRES TRUST

Support the proposals

### ADJOINING OWNERS/OCCUPIERS AND OTHER REPRESENTATIONS RECEIVED

No. Consulted: 64

Total No. of replies: 3

Objections on the grounds of visual impact of the LED screen, removal of recessed stage door and impact on pedestrian movement, impact on window in adjacent flank wall.

PRESS ADVERTISEMENT / SITE NOTICE: Yes

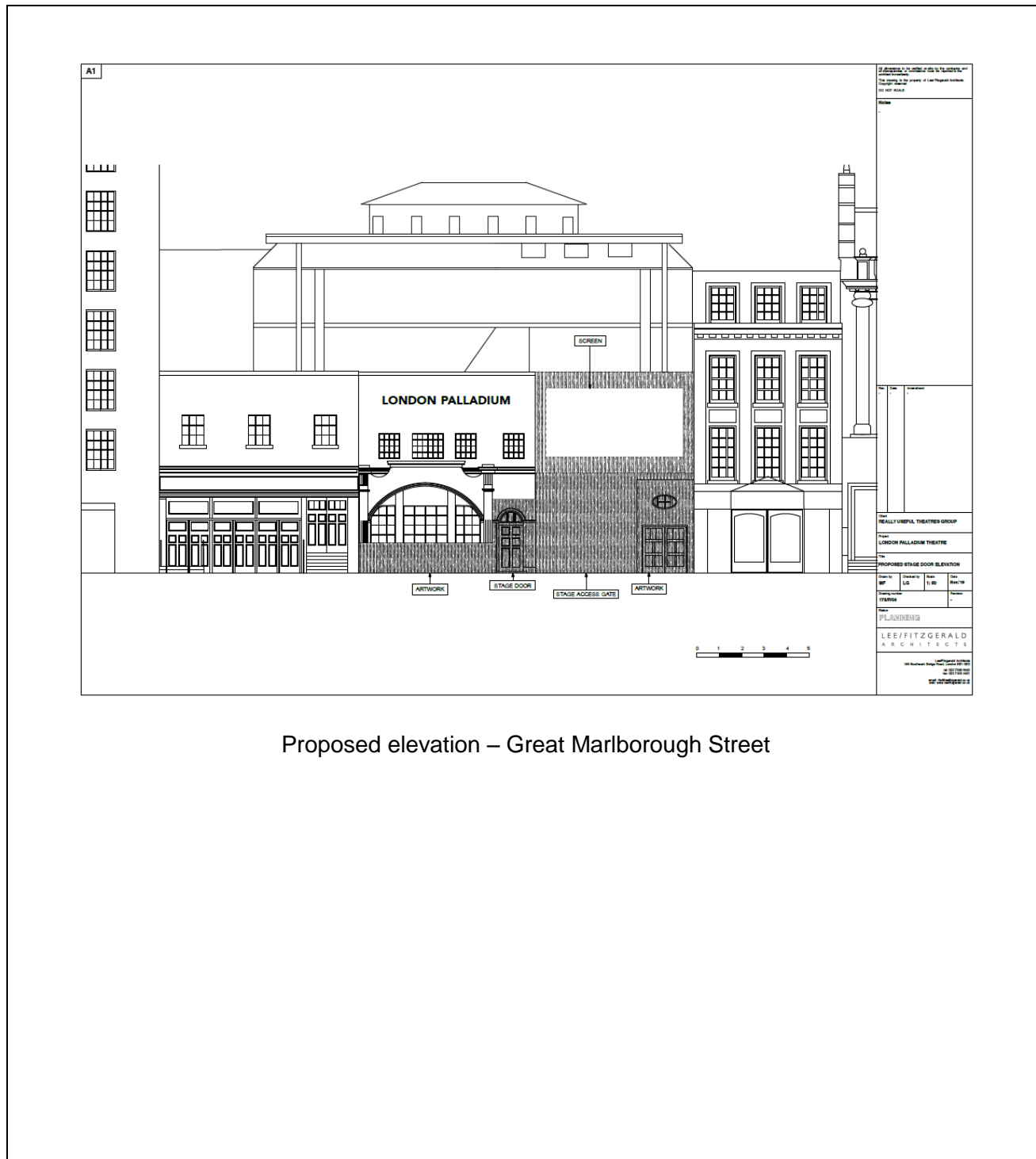
## 6. BACKGROUND PAPERS

1. Application form
2. Response from Historic England dated 2 February 2017
3. Response from Soho Society dated 8 February 2017
4. Response from Theatres Trust dated 9 February 2017
5. Response from Fergal Quinn dated 23 January 2017
6. Response from Fredo Semine dated 3 February 2017
7. Response from Thomas Beckenham dated 23 January 2017

(Please note: All the application drawings and other relevant documents and Background Papers are available to view on the Council's website)

IF YOU HAVE ANY QUERIES ABOUT THIS REPORT PLEASE CONTACT THE PRESENTING OFFICER: JO PALMER BY EMAIL AT [jpalme@westminster.gov.uk](mailto:jpalme@westminster.gov.uk)

### 7. KEY DRAWINGS



Proposed elevation – Great Marlborough Street

**Planning permission****DRAFT DECISION LETTER**

**Address:** London Palladium, 7-8 Argyll Street, London, W1F 7TQ,

**Proposal:** Alterations to Great Marlborough Street buildings including restoration and redecoration of facades and installation of metal artwork screen. (In association with the display of an LED advertising screen).

**Reference:** 16/11350/FULL

**Plan Nos:** 173/P/04; Design and Access Statement

**Case Officer:** Robert Ayton

**Direct Tel. No.** 020 7641 2978

**Recommended Condition(s) and Reason(s)**

- 1 The development hereby permitted shall be carried out in accordance with the drawings and other documents listed on this decision letter, and any drawings approved subsequently by the City Council as local planning authority pursuant to any conditions on this decision letter.

**Reason:**

For the avoidance of doubt and in the interests of proper planning.

- 2 All new work to the outside of the building must match existing original work in terms of the choice of materials, method of construction and finished appearance. This applies unless differences are shown on the drawings we have approved or are required by conditions to this permission. (C26AA)

**Reason:**

To protect the special architectural or historic interest of this building and to make sure the development contributes to the character and appearance of the Regent Street Conservation Area. This is as set out in S25 and S28 of Westminster's City Plan (November 2016) and DES 1 and paras 10.108 to 10.146 of our Unitary Development Plan that we adopted in January 2007. (R27AC)

- 3 You must apply to us for approval of detailed drawings and samples of the following parts of the development - Public art metal screen. You must not start any work on these parts of the development until we have approved what you have sent us. You must then carry out the work according to these drawings and samples. (C26DB)

**Reason:**

To protect the special architectural or historic interest of this building and to make sure the development contributes to the character and appearance of the Regent Street Conservation Area. This is as set out in S25 and S28 of Westminster's City Plan (November 2016) and DES 1 and paras 10.108 to 10.146 of our

Unitary Development Plan that we adopted in January 2007. (R27AC)

- 4 Despite the detail shown on the drawings hereby approved, the existing railings shall be retained (and not replaced with artwork).

**Reason:**

To protect the special architectural or historic interest of this building and to make sure the development contributes to the character and appearance of the Regent Street Conservation Area. This is as set out in S25 and S28 of Westminster's City Plan (November 2016) and DES 1 and paras 10.108 to 10.146 of our Unitary Development Plan that we adopted in January 2007. (R27AC)

**Informatives**

- 1 In dealing with this application the City Council has implemented the requirement in the National Planning Policy Framework to work with the applicant in a positive and proactive way. We have made available detailed advice in the form of our statutory policies in Westminster's City Plan (November 2016), Unitary Development Plan, Supplementary Planning documents, planning briefs and other informal written guidance, as well as offering a full pre application advice service, in order to ensure that applicant has been given every opportunity to submit an application which is likely to be considered favourably. In addition, where appropriate, further guidance was offered to the applicant at the validation stage.



**Listed building consent****DRAFT DECISION LETTER**

**Address:** London Palladium, 7-8 Argyll Street, London, W1F 7TQ,

**Proposal:** Alterations to Great Marlborough Street buildings including restoration and redecoration of facades and installation of metal artwork screen. Display of large LED screen at high level.

**Reference:** 16/11351/LBC

**Plan Nos:** 173/P/04; Design and Access Statement

**Case Officer:** Robert Ayton

**Direct Tel. No.** 020 7641 2978

**Recommended Condition(s) and Reason(s)**

- 1 The development hereby permitted shall be carried out in accordance with the drawings and other documents listed on this decision letter, and any drawings approved subsequently by the City Council as local planning authority pursuant to any conditions on this decision letter.  
  
Reason:  
For the avoidance of doubt and in the interests of proper planning.
- 2 All new work to the outside of the building must match existing original work in terms of the choice of materials, method of construction and finished appearance. This applies unless differences are shown on the drawings we have approved or are required by conditions to this permission. (C26AA)  
  
Reason:  
To protect the special architectural or historic interest of this building and to make sure the development contributes to the character and appearance of the Regent Street Conservation Area. This is as set out in S25 and S28 of Westminster's City Plan (November 2016) and DES 1 and paras 10.108 to 10.146 of our Unitary Development Plan that we adopted in January 2007. (R27AC)
- 3 You must apply to us for approval of detailed drawings and samples of the following parts of the development - Public art metal screen. You must not start any work on these parts of the development until we have approved what you have sent us. You must then carry out the work according to these drawings and samples. (C26DB)  
  
Reason:  
To protect the special architectural or historic interest of this building and to make sure the development contributes to the character and appearance of the Regent Street Conservation Area. This is as set out in S25 and S28 of Westminster's City Plan (November 2016) and DES 1 and paras 10.108 to 10.146 of our Unitary Development Plan that we adopted in January 2007. (R27AC)
- 4 Despite the detail shown on the drawings hereby approved, the existing railings shall be retained (and not replaced with artwork).

**Reason:**

To protect the special architectural or historic interest of this building and to make sure the development contributes to the character and appearance of the Regent Street Conservation Area. This is as set out in S25 and S28 of Westminster's City Plan (November 2016) and DES 1 and paras 10.108 to 10.146 of our Unitary Development Plan that we adopted in January 2007. (R27AC)

- 5 The screen must only be used for the display of sequential static advertisements directly related to productions showing in the Theatre. The displays must not contain any motion video imagery and any message must remain static for the period of display. The duration of display of each static image must be no less than 30 seconds.

**Reason:**

In the interests of public safety and visual amenity as set out in S25, S28 and S41 of Westminster's City Plan: Strategic Policies that we adopted in January 2011 and DES 1, DES 8, TRANS 2 and TRANS 3 of our Unitary Development Plan that we adopted in January 2007.

- 6 You must apply to us for approval of a management plan for the operation and maintenance of the screen, this must include details of how the brightness and colour intensity of the display can be adjusted to prevent harm to the amenity of the occupiers of neighbouring buildings and to prevent colour being reflected on the facades of nearby buildings. You must not operate the display until we have approved the management plan and then operate and maintain it according to the management plan.

**Reason:**

In the interests of public safety and visual amenity as set out in S25, S28 and S41 of Westminster's City Plan: Strategic Policies that we adopted in January 2011 and DES 1, DES 8, TRANS 2 and TRANS 3 of our Unitary Development Plan that we adopted in January 2007.,

**Informatives**

- 1 SUMMARY OF REASONS FOR GRANTING CONDITIONAL LISTED BUILDING CONSENT - In reaching the decision to grant listed building consent with conditions, the City Council has had regard to the relevant policies in the National Planning Policy Framework March 2012, the London Plan March 2016, Westminster's City Plan (November 2016), and the City of Westminster Unitary Development Plan adopted January 2007, as well as relevant supplementary planning guidance, representations received and all other material considerations.

The City Council decided that the proposed works would not harm the character of this building of special architectural or historic interest.

In reaching this decision the following were of particular relevance:

S25 and S28 of Westminster's City Plan: Strategic Policies and DES 10 including paras 10.130 to 10.146 of the Unitary Development Plan, and paragraph 2.4 of our Supplementary Planning Guidance: Repairs and Alterations to Listed Buildings.

**Advertisement Consent  
DRAFT DECISION LETTER**

**Address:** London Palladium , 7-8 Argyll Street, London, W1F 7TF

**Proposal:** Display of LED advertising screen at high level, measuring 2.8m X 6m, on Great Marlborough Street

**Reference:** 17/00925/ADV

**Plan Nos:** 173/P/04; Design and Access Statement

**Case Officer:** Robert Ayton

**Direct Tel. No.** 020 7641 2978

**Recommended Condition(s) and Reason(s)**

- 1 The screen must only be used for the display of sequential static advertisements directly related to productions showing in the Theatre. The displays must not contain any motion video imagery and any message must remain static for the period of display. The duration of display of each static image must be no less than 30 seconds.,

**Reason:**

In the interests of public safety and visual amenity as set out in S25, S28 and S41 of Westminster's City Plan: Strategic Policies that we adopted in January 2011 and DES 1, DES 8, TRANS 2 and TRANS 3 of our Unitary Development Plan that we adopted in January 2007.

- 2 You must apply to us for approval of a management plan for the operation and maintenance of the screen, this must include details of how the brightness and colour intensity of the display can be adjusted to prevent harm to the amenity of the occupiers of neighbouring buildings and to prevent colour being reflected on the facades of nearby buildings. You must not operate the display until we have approved the management plan and then operate and maintain it according to the management plan.

**Reason:**

In the interests of public safety and visual amenity as set out in S25, S28 and S41 of Westminster's City Plan: Strategic Policies that we adopted in January 2011 and DES 1, DES 8, TRANS 2 and TRANS 3 of our Unitary Development Plan that we adopted in January 2007.,