

From: Michael Welch

Sent: 17 October 2023 14:23

To: Planning

Subject: 2023/2599/A; The Dominion Theatre 268 - 269 Tottenham Court Road London; CMDN/23/35

TfL Planning Reference: CMDN/23/35

Borough Reference: 2023/2559/A

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

Proposal: Use of LED screen to display moving images on the existing illuminated projecting sign to front facade of theatre.

Dear Sir or Madam

Thank you for consulting TfL on this application on which we have the following comments to make.

- TfL notes that there a number of pedestrian related accidents in the vicinity of the junction.
- It is not clear if and how the applicant as assessed the road safety aspects of its proposals against the stated changes that have taken place since the original consent.
- We note that due to the nature of the proposed moving images these may cause a different attention span and response compared to more conventional advertising.
- Subject to a satisfactory independent safety audit confirming the applicant's opinion TfL does not object to the proposals.

Kind regards

Michael Welch | Area Planner (Spatial Planning) | TfL City Planning
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We have recently made changes to our pre-application service and charges, and introduced a new Initial Screening process. For more info please visit: <https://tfl.gov.uk/info-for/urban-planning-and-construction/planning-applications/pre-application-services>

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