

Application ref: 2024/3616/L
Contact: Fast Track GG
Tel: 020 7974 4444
Email: Geri.Gohin@Camden.gov.uk
Date: 31 October 2024

Development Management
Regeneration and Planning
London Borough of Camden
Town Hall
Judd Street
London
WC1H 9JE

Phone: 020 7974 4444

planning@camden.gov.uk
www.camden.gov.uk/planning

Metropolis Planning
20 - 22 Wenlock Road
London
N1 7GU

Dear Sir/Madam

DECISION

Planning (Listed Building and Conservation Areas) Act 1990

Listed Building Consent Refused

Address:

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

Proposal:

Display of two temporary banner signs until 30th September 2027.

Drawing Nos: 2243-03-001; 3391-D2100-rev00; Heritage Statement received on 28th August 2024.

The Council has considered your application and decided to **refuse** listed building consent for the following reason(s):

Reason(s) for Refusal

- 1 The proposed banners, in combination with the existing advertisement at the site, would result in visual clutter and detract from the architectural and historic significance of the grade II listed building, contrary to Policy D2 (Heritage) of the Camden Local Plan 2017.


In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with the National Planning Policy Framework. The council publishes its adopted policies online, along with detailed Camden Planning

Guidance. It also provides advice on the website for submitting applications and offers a pre-application advice service.

You can find advice about your rights of appeal at:

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

Yours faithfully

A handwritten signature in black ink, appearing to read 'DPope', is centered on a light grey rectangular background.

Daniel Pope
Chief Planning Officer