

Application ref: 2024/3779/A
Contact: Fast Track GG
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Date: 31 October 2024

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metropolis planning
20-22 Wenlock Road
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Dear Sir/Madam

DECISION

Town and Country Planning Act 1990
Town and Country Planning (Control of Advertisements) (England) Regulations 2007

Advertisement 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** advertisement 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, detract from the architectural and historic significance of the grade II listed building and the character and appearance of Bloomsbury conservation area, contrary to Policies D1 (Design), D2 (Heritage) and D4 (Advertisements) of the Camden Local Plan 2017 and Part 3 (Vision and objectives) of the Fitzrovia Area Action Plan 2014.

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>

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully

A handwritten signature in black ink, appearing to read 'DP', is centered on the page.

Daniel Pope
Chief Planning Officer