

Application ref: 2024/5087/A  
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Date: 9 January 2025

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Mr Jae Hyeok Lee  
15-17 Swan Lane  
Guildford  
Surrey  
GU1 4EQ  
United Kingdom

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**88A Cleveland Street  
London  
W1T 6NJ**

Proposal:

Display of 1 x externally illuminated fascia sign and 1 x non-illuminated projecting sign.

Drawing Nos: Location plan; ATTO-SIGNAGE-SF-2024-090; ATTO-SIGNAGE-SF-2024-095; ATTO-SIGNAGE-SF-2024-100.

The Council has considered your application and decided to grant consent subject to the following condition(s):

Conditions and Reasons:

- 1 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 2 No advertisement shall be sited or displayed so as to
  - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
  - (b) obscure, or hinder the ready interpretation of any traffic sign, railway signal or aid to navigation by water or air; or

(c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 3 Any advertisement displayed and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 4 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a safe condition.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 5 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason: - As required by regulation 2(1) and Schedule 2 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

- 6 The fascia signage hereby approved shall be limited in illumination to 200 cd/m<sup>2</sup> and the illumination shall be static in nature.

Reason: To protect local amenity in accordance with Policy A1 of the Camden Local Plan 2017.

#### Informative(s):

- 1 Reasons for granting consent:

This application seeks consent for the display of an externally illuminated fascia sign and a non-illuminated projecting sign.

The proposed fascia signage would be approximately 4280mm wide and 540mm long and comprise non-illuminated white acrylic letters in a grey background made of aluminium composite. The fascia sign will be externally illuminated by a trough light with an illuminance level of 200cd/m<sup>2</sup>. The proposed projecting sign will be non-illuminated in stainless steel frame with white letters in an orange background. Overall, the proposed signage is considered acceptable in terms of size, material, number, illuminance level and position. As such it is considered there would be minimal visual impact resulting from the proposal.

The proposed signs are not considered to cause any adverse impact on amenity in terms of light spill or outlook, nor would it be harmful to either pedestrian or vehicular safety.

The application site's planning history was taken into account when coming to this decision.

Special attention has been paid to the desirability of preserving or enhancing the character or appearance of the conservation area, under s.72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 as amended by the Enterprise and Regulatory Reform Act 2013.

As such, the proposed development is in general accordance with policies A1, D2 and D4 of the Camden Local Plan 2017, the London Plan 2021, and the National Planning Policy Framework 2024.

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 in regard to your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

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 'DPope', is written over a light grey rectangular background.

Daniel Pope  
Chief Planning Officer