

From:  
David and Jane Roberts  
133 Albert Street, NW1 7NB


We understand that Fitness First has made a retrospective planning application for the signage above its entrance at 128 Albert Street.

We object to this application because the sign:

1. Is inappropriate for a largely residential (i.e. non-commercial) street within Sub Area 2 of the Camden Town Conservation Area. Many of the surrounding properties including those immediately opposite No 128 are Grade 2 listed.
2. Is a large, highly visible commercial hoarding (6.5 metres long x 0.6 metres high) which does not fall into any of the exempt categories for a Conservation Area.
3. Is made more intrusive by its bright red background and large white lettering which are in stark contrast to the facade of the building and surrounding properties.
4. We live directly opposite No 128 and the sign dominates the outlook from our front windows.

For the reasons given above and in order to preserve an important historical streetscape within the residential part of the Camden Town Conservation Area, we appeal to the Planning Committee to reject the application in its current form. The sign should be smaller and the design more sympathetic to the local environment.

If the application were granted, this could set a precedent and risk significantly altering the character of this protected local area.



Dear Sir/Madam

We are writing to object to the advertisement application at 128 Albert Street, ref: 2015/3463/A

We are Albert Street residents and consider the sign to be garish in colour (white letters on a bright red background) and far too large (4 square metres). The sign is totally inappropriate and overly dominant in this residential area which is, furthermore, a Conservation Area in which many houses are of historic importance and listed Grade 2.

The houses and street landscape are clearly deemed worthy of protection according to Camden's 2007 Conservation Area Appraisal and Management Strategy which also states *A proliferation of signage, even of an appropriate design, could harm the character of the Conservation Area.* Were Camden's planning committee to grant consent to this application, they would be in contravention of this Strategy.

We hope you will take our objections into account when considering this application.

Yours faithfully

John and Susan Neve  
111 Albert Street  
London NW1 7NB