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FRED'S GYM
1340
22nd February 2017

Leela Muthoora
Planning Technician
Regeneration and Planning
Supporting Communities
London Borough of Camden
5 Pancras Square
London
N1C 4AG

To Leela Muthoora,

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENT) REGULATIONS 2007
- APPLICATION FOR ADVERTISEMENT CONSENT FOR THE DISPLAY OF 1 NON-ILLUMINATED FASCIA
ADVERTISEMENT, AND 4 NON-ILLUMINATED, INTERNALLY APPLIED, WINDOW VINYL ADVERTISEMENTS, ON 24A
HEATH STREET, LONDON, NW3 6TE.

Please find attached an application for the display of advertisements to facilitate the promotion of FRED'S
GYM, Hampstead.

Advertisement consent is sought for the following:

*"The display of 1 (Non-illuminated) fascia advertisement, and 4 (Non-illuminated) internally applied window
vinyl advertisements, to facilitate the promotion of FRED'S GYM in Hampstead, London"*

Accordingly please find attached the following documentation:

- 1340 S1_Site Location Plan at a scale of 1:2500 @ A3
- 1340 S2_Advertisement Location Plan at a scale of 1:200 @ A3
- 1340 S5&6_Existing Elevations at a scale of 1:100 @ A3
- 1340 S8&9_Proposed Elevations at a scale of 1:100 @ A3
- 1340 S10&11_Proposed visualisations not to scale
- 1340 S15_Di-bond advertisement detail at a scale of 1:20 @ A3

A fee of £110 had been paid online via planning portal in respect of the advertisement consent application fee.

1. The Proposal

The application seeks consent for the display of 1 fascia advertisements (labelled A) on Oriol Place and
a number of second floor window vinyls applied internally and non-illuminated. The purpose of the
advertisements is to facilitate the promotion of FRED'S GYM.

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2. Site Location

The application proposes to display advertisements on 24A Heath Street, Hampstead. The site is located within the Hampstead Conservation Area. For further details of the proposed Please refer to the proposed locations, please refer to the Site Location Plan and Advertisement Location Plan, submitted with the application (drawings number : 1340 S1 & 1340 S2).

3. Design and Materials

The proposed advertisements have been designed and will be constructed to a high design standard. The proposed design theme incorporates the FRED'S GYM logo, grey bold lettering on a white (fascia), or clear (window vinyl), background.

The client is yet to decide on the final construction and materials of the single fascia sign. The options are as follows:

- The logo painted directly onto the existing brickwork giving it an 3d effect
- Thin sheet of printed vinyl rolled onto the existing brickwork to show the contours of the brick, giving it an 3d effect
- Tray sign, made from di-bond with a self-adhesive print applied (please refer to drawing number 1340 S15 for details)

Each option has been designed to appear the same when displayed, giving the illusion of being painted directly onto the brick, as seen on other neighbouring historic facades in the area.

The 4 proposed window signs will consist of reverse cut vinyl, with the logo printed in Grey RAL 7021 (please refer to drawing number 1340 S8 for details).

4. Appearance and Scale

Please refer to the proposed elevations and visualisations (drawings number : 1340 S8-S9 & 1340 S10-S11) for details of the individual proposed advertisements. It is considered that the size, context and location of the proposed advertisements will respect the scale and appearance of the surrounding area.

The proposed advertisements will not have any detrimental impact on amenity or on the safety of pedestrian and road users. It is therefore considered that the proposed advertisements would not, by nature of their design or siting, have any detrimental impact on amenity or public safety and are therefore in accordance with planning policy.

Accordingly, we kindly request that officers consider this application favourably. We trust the information provided is sufficient to enable you to make your decision, however, please let me know if you have any queries or require any further information.

Yours sincerely
Natasha Lofthouse
Part II Architectural Assistant for and on behalf of Fluid

signed.. 
On behalf of Fred Kindall, FRED'S GYM