Development Management

London Borough of Camden

Judd Street

London

WC1H 8ND

**FTAO: John Sheehy**

Dear Sir/Madam

fitness first, 128 albert street, london, nw1 7ne

Further to discussions with John Sheeny regarding the existing unauthorised non-illuminated fascia signage at the above, I enclose an application for advertisement consent for a replacement fascia sign.

This sign has been the subject of pre-application discussions and has been deemed to be the more acceptable of two options tabled. It proposes a white vinyl sign overlaid with grey angled lines with” Fitness First” letters in black and the company logo, the letter ‘F’ in red, offset to the left hand side.

As well as the completed application forms the application is accompanied by a:

* Site location plan;
* Signage details and photomontage (drawing no: PSS01822-A);
* Photomontage of existing (and previous) signs.

The application fee of £110 has been paid electronically via the Planning Portal.

We trust you have all the necessary information to validate and register the application but if you require anything further you will no doubt contact us.

Yours faithfully

**Bidwells LLP**

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