

Application ref: 2020/1706/A  
Contact: John Sheehy  
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Date: 12 June 2020

**Development Management**  
Regeneration and Planning  
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Sign Synergy  
9 Greenavon Close  
Evesham  
WR11 4QR

Dear Sir/Madam

## DECISION

Town and Country Planning Act 1990

### Advertisement Consent Granted

Address:

**Anytime Fitness- Chalk Farm**  
**47 Crogsland Road**  
**London NW1 8AY**

Proposal:

Display of a fascia sign and projecting sign, both with internally illuminated lettering  
Drawing Nos: Site Location Plan; Block Plan; External signage proposed revision R2 dated 8/6/20.

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.

#### Informative(s):

- 1 Reason for granting consent-

The proposed internally illuminated signs are acceptable in terms of design, location and method of illumination which consists of individually-illuminated letters on a grey aluminium background. The sign is of an appropriate scale and respects the architectural features of the building, occupying a traditional fascia-level location. The signs would cause no harm to the visual amenity of the area and would preserve the character and appearance of the surrounding area.

Due to their location and scale, the proposed signs would not harm the amenity of nearby residential occupiers in terms of outlook or light spill. The signs would not be hazardous to vehicular or pedestrian traffic and so the proposal raises no public safety concerns.

As such, the proposed development is in general accordance with policy D4 of the Camden Local Plan 2017. The proposed development also accords with the London Plan 2016 and National Planning Policy Framework 2019.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2019.

You can find advice in regard to your rights of appeal at:  
<http://www.planningportal.gov.uk/planning/appeals/guidance/guidancecontent>

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