**KENTISH TOWN ROAD ACTION (KTRA)**

21. 12. 15

To: Matthias Gentet

Planning Services

London Borough of Camden

5 St Pancras Square

London N1C 4AG

planning@camden.gov.uk

re: Application 2015/6215/A

161 Kentish Town Road NW1 8PD

Dear Matthias Gentet

I am writing on behalf of Kentish Town Road Action. KTRA objects to this planning application for a display of a non-illuminated hoarding sign 3100mm x 1600mm on the Kelly Street elevation at first floor level.

In December 2006 there was an application for a similar display of a non-illuminated hoarding sign (2006/5584/A). The application was refused then, and we see no reason why it should not be refused now.

KTRA’s objection was: There are already several advertisement hoardings attached to buildings in this part of Kentish Town Road. If this one were to be permitted, the road would suffer from yet more street clutter. The proposed placing of the poster is on the corner of a residential street – Kelly Street. This is an extremely inappropriate positioning. In addition these posters are a distraction to motorists.

This objection still stands now. In addition we object to the size of the hoarding applied for – it is even longer than the previous one, as can be seen in the drawing supplied with the application.

We are asking you to turn down this application for the reasons given. Should you recommend approval, we are asking for this application to be heard by the Development Committee.

Please acknowledge receipt of this letter and keep me informed about the progress of this application.

Yours Sincerely

Caroline Hill

Chair Kentish Town Road Action

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