

KENTISH TOWN ROAD ACTION (KTRA)

14. 08. 16

To: Matthias Gentet  
Planning Services  
London Borough of Camden  
5 Pancras Square  
London N1C 4AG  
[planning@camden.gov.uk](mailto:planning@camden.gov.uk)

re: Application 2016/4193/A  
304 Kentish Town Road, NW5 2TH

Dear Matthias Gentet

I am writing on behalf of Kentish Town Road Action. KTRA objects to this advertisement application for display of 2 x free standing internally illuminated signs within the forecourt and against the elevation, for the following reasons:

The size of these signs is wholly out of keeping with the height and massing of the host building. They are grotesquely large. We also object to the internal illumination of the signs which will be very distracting and possibly dangerous for motorists driving by at this busy intersection.

We are asking you to turn down this application (we are not objecting to the projecting sign although it looks very odd sticking out from the side of the curved glass facade).

Yours Sincerely

Caroline Hill  
Chair Kentish Town Road Action  
13 Leverton Street NW5 2PH

