

[REDACTED]

From: CA Rochester [REDACTED]
Sent: 17 September 2017 15:43
To: Enirayetan, Oluwaseyi
Cc: Caroline Hill; Rosemary Lewin; [REDACTED]
Subject: 2017/5042/A - 122 Kentish Town Road - banner advertisement

It is regrettable that the Council's documentation does not identify that this site is directly adjacent to Rochester Conservation Area and would also be visible from Kelly Street conservation area..

No. 122 fronts Kentish Town Road and already has much signage demonstrating it is a dental surgery. The side wall forms the conservation area boundary (the conservation area is seen in the photograph) and includes St Andrew's Church, which is Grade II listed.

A large advertisement for the dentist would not be acceptable on this wall.

CPG1 states –

8.23 “Banner advertisements on buildings will only be permitted where:

- They relate to landmark or unique buildings, such as festival venues,

museums, and do not detract from the appearance and form of the host building or the surrounding environment.

- Within residential areas, conservation areas, and on or near listed buildings we will be primarily concerned with safeguarding the amenity, character and appearance of these areas and buildings and therefore it is unlikely that such advertisements will be supported.”

Rochester Conservation Area