

KENTISH TOWN ROAD ACTION (KTRA)

19. 09. 17

To: Oluwaseyi Enirayetan
Planning Services
London Borough of Camden
5 Pancras Square
London N1C 4AG
planning@camden.gov.uk

Planning Application 2017/5042/A
122 Kentish Town Road NW1 9PY

Dear Oluwaseyi Enirayetan

Kentish Town Road Action objects to this application for Advertisement Consent for the display of a non-illuminated sign to a flank wall on Rochester Road.

The reasons for KTRA's objections are as follows:

1. The flank wall is extremely visible from Kentish Town Road and the proposed very large banner advertisement would add to the visual clutter in the high street, especially as this dental practice has already erected several large signs in the high street.
2. This wall forms a boundary to Rochester Conservation Area, and therefore it would be highly inappropriate to place an advertisement on the wall.
3. If granted, this advertisement would be against Camden's policy for banner advertisements (see CPG1 8.23).

For all the reasons above, we are asking that this application be refused in its entirety.

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
13 Leverton Street NW5 2PH



