

## Gentet, Matthias

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**From:** Kentish Town Neighbourhood Forum KTNF  
<KTNFStatutoryConsultee@hotmail.com>  
**Sent:** 30 August 2018 11:01  
**To:** Gentet, Matthias  
**Subject:** RE: Consultee letter for PlanningApplication Application: 2018/3669/A

Dear Mathias

These are the comments to this application from Kentish Town Neighbourhood Forum. We wish to object to this planning application.

We consider that the 3 metre high signs (which would be a distance from the ground level to the BASE of the signs of 9 metres) is wholly out of keeping to the area and is in our view against Policy D3 in the Kentish Town Neighbourhood Plan namely:

- a. Proposals must be based on a comprehensive understanding of the site in its context.
- b. Proposals must be well integrated into their surroundings and reinforce and enhance local character...

Two of the signs on the rear of the building face down Regis Road in both directions, whilst the third would face down Holmes Road. All three would be highly visible from a long distance from the host property. This is essentially a residential area and the size and positioning of the signs detract from and undermine its residential character.

The host building lies near the boundary to the Inkerman Conservation Area which is mainly residential in character. Holmes Rd is not occupied by buildings that form a predominantly transitory community. These signs are not well integrated into their surroundings (indeed it seems they are intended to be seen over a very large distance basically to act as a brash advertising sign for the owners of the student accommodation).

We seen no purpose that these signs could possibly serve other than to shout out the name of the student accommodation provider.

Please refuse this application on the grounds as stated above that it contravenes Policy D3 of the Neighbourhood Plan. .

Kind regards

Paul Seviour  
For and on behalf of Kentish Town Neighbourhood Forum

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**From:** Gentet, Matthias <Matthias.Gentet@camden.gov.uk>  
**Sent:** Monday, August 13, 2018 2:56:03 PM  
**To:** ktnfstatutoryconsultee@hotmail.com  
**Subject:** Consultee letter for PlanningApplication Application: 2018/3669/A

Please find attached Consultee letter for PlanningApplication application 2018/3669/A

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