

**KENTISH TOWN ROAD ACTION (KTRA)**

16. 09. 19

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

re: Applications 2019/3996/P and 2019/4481/A Pavement outside 197 Kentish Town Road NW5 2JU

Dear Tony Young

I am writing on behalf of Kentish Town Road Action, a group that seeks to improve Kentish Town Road in all its aspects. KTRA objects to this planning application for the Installation of a telephone kiosk on the Pavement Outside 197 Kentish Town Road NW5 2JU and a Display of 1x LCD illuminated digital advertisement.

Kentish Town Road Action is objecting to this application for a replacement phone box on the grounds of Design. We refer to Ian Gracie's letter from Camden Council, of 16/09/2016 (where he refers to Clear Channel phone kiosks that are the same as this New World kiosk): "So as a building on the street, the proposal represents poor design with compromised and unreliable utility benefits and potentially harmful advertising additions". This is a prominent location in the high street where only high quality design is acceptable. Furthermore the application is for a huge internally illuminated advertising screen of dimensions 1650 x 928. The panel is effectively no more than an enormous advertising board. It would be distracting and dangerous for motorists.

KTRA is asking you to refuse this application for the reasons given above.

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

Yours Sincerely

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Chair Kentish Town Road Action  
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