**KENTISH TOWN ROAD ACTION (KTRA)**

21. 01. 21

To: Adam Greenhalgh

Planning Services

London Borough of Camden

5 Pancras Square

London N1C 4AG

re: Application 2020/5605/A Founders House, Unit 1, 180 Kentish Town Road NW5 2AE

Dear Adam Greenhalgh

I am writing on behalf of Kentish Town Road Action.

KTRA objects to this planning application for some of the signs applied for this restaurant.

1. We are objecting to the position of the proposed illuminated hanging and projecting advertising sign. It is at variance with Camden Planning Guidance for Advertisements, signs and hoardings that states:

**“1.9 Generally advertisements will only be acceptable at fascia level or below. Advertisements above fascia level can appear visually obtrusive and unattractive and, where illuminated, they can cause light pollution to neighbouring residential properties.”**

The proposed position of the sign hangs far above fascia level and would be visually obtrusive. There are residents living in flats above the shops nearby who would be disturbed by light pollution from the illuminated sign.

2. We are objecting to the proposed pavement-standing ‘A’ board. These ‘A’ boards are heavy and a real danger to those passing by who are blind, partially-sighted or otherwise disabled. The boards also litter the street unnecessarily.

Camden Planning Guidance for Advertisements, Signs and Hoardings states:

**“1.12 Free-standing signs and signs on street furniture will only be accepted where they would not create or contribute to visual and physical clutter or hinder movement along the pavement or pedestrian footway.”**

The position shown of this board in the drawing or realisation is clearly a danger for people walking by on the pavement. There is no safe alternative position for the board.

We are asking for this application to be amended for the reasons given above.

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

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