

**Dike, Darlene**

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**From:** STEPHEN AINGER [REDACTED]  
**Sent:** 07 September 2016 15:56  
**To:** Planning  
**Subject:** Application 2016/2374/A 68 Heath Street

**To Planning Officer**

**Application 2016/2374/A 68 Heath Street**

I write in regards to the above application JCDecaux has made for advertisement consent within the borough. The application concerns a TfL bus shelter and an upgrade to digital advertisement display.

As Chair of Downshire Hill Residents association we strongly object to the above signs due to light pollution and loss of residential amenity for homes living nearby. In many cases residential windows are just a few meters away

We have found, through the example of commercial premises in Downshire Hill having TV screens as advertising displays inside their windows, just how disturbing these advertising boards can be at night. They are often moving images which are even worse as they cause flickering on the adjacent buildings. We have managed to persuade commercial premises in Downshire Hill to turn them off at night at the end of working hours, which is OK but the intent here is to operate all night.

These panels are up to 2500Cdm<sup>2</sup> and even in their attached letter the application only says that light levels will be below 500 in the **majority** of bus stop displays without specifying which ones. This leaves them wide open to abuse with high flickering light levels all night. They then say for sensitive locations, such I presume as Hampstead, that they would restrict them further but how they would do this is unspecified. What they are asking for in their application is 2500 brightness on all locations with moving images. Must not be allowed

We also contest that the street is suburban medium to high brightness which they state as justification for the brightness levels.

Allowing this will mean a constant flow of bright moving images on just about every bus stop both side of the street in Hampstead.

This should not be allowed. If information Boards are installed they can be small with no moving images and not as intrusive as these

S D Ainger

Chair Downshire Hill Residents Association.