

From: Ryt Sung [mailto:]
Sent: 17 September 2016 10:31 PM
To: Dempsey, Matthew
Cc: Planning
Subject: Objection to application: 121 Finchley Road London NW3 6HY

1. **Application number: 2016/4615/P: Application type: Full Planning Permission**
2. **Application number: 2016/4961/A: Application type: Advertisement Consent**

Dear Mr. Dempsey

I am writing with respect to the two above applications which concern 121 Finchley Road. I am the leaseholder of a flat in Cresta House, 133 Finchley Road, which neighbours the concerned premises and I very strongly object to the above applications for a digital media billboard on the wall of 121 Finchley Road.

I understand that the application of the billboard was permitted on appeal (Appeal Ref: APP/X5210/H/12/2170846), but I note that the Inspector, Christopher Bowden, allowed the appeal partly on the grounds that "[t]he wall is immediately adjacent to a large modern commercial building (Overground House) some nine storeys high." This is factually inaccurate. The concerned wall is actually immediately adjacent to a large modern building that comprises Overground House and Cresta House, and Cresta House is a residential property with 38 residential apartments that exist over 74% of the overall floor space. The flashing billboard will undoubtedly disturb the sleep of all residents of that building, as the configuration of all flats in the building is such that all bedrooms look over Finchley Road (i.e., the billboard). Personally, my bedroom is only a maximum of 50 metres away from where the sign will be flashing 24 hours a day 7 days a week, and I am distressed as the flashing lights will disrupt my sleep.

In addition, it is my understanding that Camden has an initiative to remove hoardings throughout the borough. May I request that you refuse this application for a distracting flashing billboard, in line with this initiative, especially from a safety perspective as the Finchley Road intersection with College Crescent and Avenue Road is extremely busy, with lots of families.

I ask that you refuse planning permission for both these applications.

Yours sincerely,

Rita Sung
Flat 22
Cresta House
133 Finchley road
NW3 6HT