

**From:** [REDACTED]  
**Sent:** 19 September 2016 11:51  
**To:** Dempsey, Matthew  
**Subject:** 2016/4615/P & 2016/4961/A; 121 Finchley Road, London NW3 6HY

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Dear Matthew

**RE: 121 Finchley Road, London NW3 6HY**  
**2016/4615/P – Treatment to north facing façade associated to installation of digital media advert (2016/4961/A).**  
**2016/4961/A - Installation of internally illuminated digital media advert with associated treatment to north facing façade**

With respect to the above applications, TfL have no objections to the proposals provided the following conditions are secured on any consent:

- The intensity of the illumination of the sign shall not exceed 600cd/m;
- The sign shall not display any moving, or apparently moving, images;
- The display shall not change more than once every 10 seconds;
- Any sequential change between advertisements will take place over a period no greater than one second.

Regards

Mark

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*For more information regarding the TfL Borough Planning team, including TfL's Transport Assessment Best Practice Guidance, and pre-application advice please visit <http://www.tfl.gov.uk/info-for/urban-planning-and-construction/>*

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