
Dempsey, Matthew

From: [REDACTED]
Sent: 21 September 2016 13:18
To: Dempsey, Matthew
Subject: Re: 121 Finchley Road London NW3 6HY ; Application number: 2016/4615/P:

Dear Matthew

I live at Cresta House, Flat 37.

My local interest is that I wrote in as Chair of the Cresta House Residents Association, representing residents at Cresta House. I also wrote in on behalf of myself and people using the street below as the street will be affected 24/7 by this constant unnecessary visual noise.

As for taking photographs that will demonstrate the visual impact on these flats at Cresta House - it is not possible to take a photograph of light intrusion when the lights are not yet on. That is why I took the photographs from the street to show that when the light would spread upwards, straight out and down - and in the case of the light flashing upwards - the light source is near residents' windows and the digitally lit hoarding will send a constantly changing pulse of colour into these windows that is very distracting and hard to ignore.

I hope this helps.

Thank you

Edie Raff
Chair, CHRA

On 21 September 2016 at 11:19, Dempsey, Matthew <Matthew.Dempsey@camden.gov.uk> wrote:

Dear Mrs Raff,

Thank you for your e-mail and photographs. Apologies for the delay in responding to you, I have been off sick for a couple of days.

I have added your comments to the file and will discuss this with my senior colleagues shortly.

Please can I ask for you full address? This is to ensure fairness to the applicant, and that you have a local interest in the proposal.

Also, I was hoping that you might be able to provide photos of the existing hoarding from a residential flat in Cresta House to demonstrate the impact / possible impact. I am sorry if this wasn't made clearer in my correspondence with Mr Khoshole. I would be happy to wait for further photographs if you are able to provide them?

Should you wish to discuss this with me, please call 020 7 974 3862.

Kind regards,
Matthew

Matthew Dempsey
Planning Technician

Telephone: 0207 974 3862



From 1 October 2016 you will not receive a letter from us if your neighbour submits a planning application. You can still find out about planning applications:

- on new improved posters on lamp posts
- by signing up to [planning e-alerts](#)
- in the planning section of the [Camden Account](#)
- through adverts in the Camden New Journal and Ham & High

You can [sign up](#) to our new and improved planning e-alerts to let you know about new planning applications, decisions and appeals.

[REDACTED]

Sent: 17 September 2016 15:53

To: Dempsey, Matthew; Planning; Planning and Public protection

Subject: Added to M3 / TRIM 21/p09/2016 MD Fwd:121 Finchley Road London NW3 6HY ; Application number: 2016/4615/P:

Re: [121 Finchley Road London NW3 6HY](#)

Application number: [2016/4615/P](#). and Application number: [2016/4961/A](#).

Dear Matthew Dempsey

I am writing on behalf of the Cresta House Residents Association at Cresta House, 133 Finchley Road.

I am writing to object strongly to the above applications to digitalize the billboard that is in place on the wall of 121 Finchley Road on the grounds that, illuminated, or illuminated and pulsing or flashing, it will dominate and cheapen the visual amenity of the immediate area and it will bring distracting light into the homes of residents whose bedrooms and living rooms are just metres away. [Please see attached photos]

In granting his Decision on the appeal against the illumination of this billboard [01.09. 2012; Appeal Ref: APP/X5210/H/12/2170846], the Inspector, Christopher Bowden gave his consent – contrary to a “number of decisions dismissing appeals elsewhere in the Borough ” - partly on the grounds that “The wall is immediately adjacent to a large modern **commercial building (Overground House)** some nine storeys high.

This is not entirely correct: the large modern building that is immediately adjacent to the billboard is **Cresta House** (of which Overground House is a part of the lower ground floors). The nine storey building is Cresta House - a residential property with 38 residential units that take up almost three quarters of the total space encompassing Overground House, Barclays Bank and the Solicitors.

It is therefore not commercial property but residents who will bear the impact of permission to illuminate the billboard.

In that same appeal, the Inspector stipulated that while the panel would be illuminated, this illumination would be internal and static.

But the application before us is not for static illumination. It is for “digital” illumination and I believe the whole point about “digital” illumination is that it pulses and changes colours constantly in order to draw attention to itself.

It is precisely this changing colour and pulsing illumination that will cause most distress to the nearby residents as this kind of illumination is distracting – as it is commercially meant to be. The pulsing light will not just spread in a straight line from the hoardings, but will scatter upwards into the windows of residents’ apartments.

I am concerned that while this application will bring some small personal financial gain to the applicant and whoever rents the hoarding from him, it will bring no gain to anyone else. Rather than enhance the spaces around it, it will add visual clutter to the street below, bring unwanted flickering light into nearby people’s homes and it could become a dreadful precedent for allowing more Piccadilly Circus-style hoardings into Swiss Cottage.

I do hope the Council still stands by its humane initiative to “remove hoardings throughout the Borough...and major routes, such as Finchley Road”.

I ask that you refuse permission for both these applications.

Kind regards,

Edie Raff

Chair

Cresta House Residents Association

p.s. I have sent the attached photos of the hoarding relative to the windows of Cresta House residents at the request of resident Mr. M.R. Khoshoic as he is presently out of town.

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