
Dempsey, Matthew

From: [REDACTED]
Sent: 22 September 2016 22:30
To: Planning; Dempsey, Matthew
Subject: Objection against application 2016/4961/A - 121 Finchley Road - treatment of north facing facade associated to installation of digital media advert
Attachments: IMG_4388.JPG; ATT00001.txt
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Dear Mr Dempsey,

I am writing to express my concerns and strong objection against application 2016/4961/A regarding the treatment of north facing facade associated to installation of digital media advert at 121 Finchley Road.

I would point out that, Cresta House, 133 Finchley Road, is within close proximity to the proposed digital media advert installation. The building is mainly comprised of residents, (38 residential flats) whereby their bedroom windows are within metres of the installation.

I am concerned that the proposed digital media installation is likely to give rise to greater artificial light intensity relative to the current billboard installation, as it covers a larger area 6m x 3m on which static images or motion video/animation will be displayed.

Given our bedroom windows (see photo attached) are within close proximity of the proposed installation, it is likely that light intrusion occurs when light "spills" beyond the boundary of the area being lit. As a result, such light spill will impair sleeping causing annoyance to residents of Cresta House. This is also likely to be exacerbated by the new installation's ability to display flickering motion pictures through the night.

I would sincerely urge you and your colleagues to take consideration of the impact this new installation will have on residents of Cresta House. I trust that the National Planning Policy Framework for England and planning practice guidance will be fully applied when reviewing this planning application.

Regards,
Felix Ko
Flat 19 Cresta House

