
Dempsey, Matthew

From: [REDACTED]
Sent: 17 September 2016 15:53
To: Dempsey, Matthew; Planning; Planning and Public protection
Subject: Fwd:121 Finchley Road London NW3 6HY ; Application number: 2016/4615/P:
Attachments: IMG_0718.JPG; IMG_0721.JPG; IMG_0723.JPG

Follow Up Flag: Follow up
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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. Khoshhoie as he is presently out of town.



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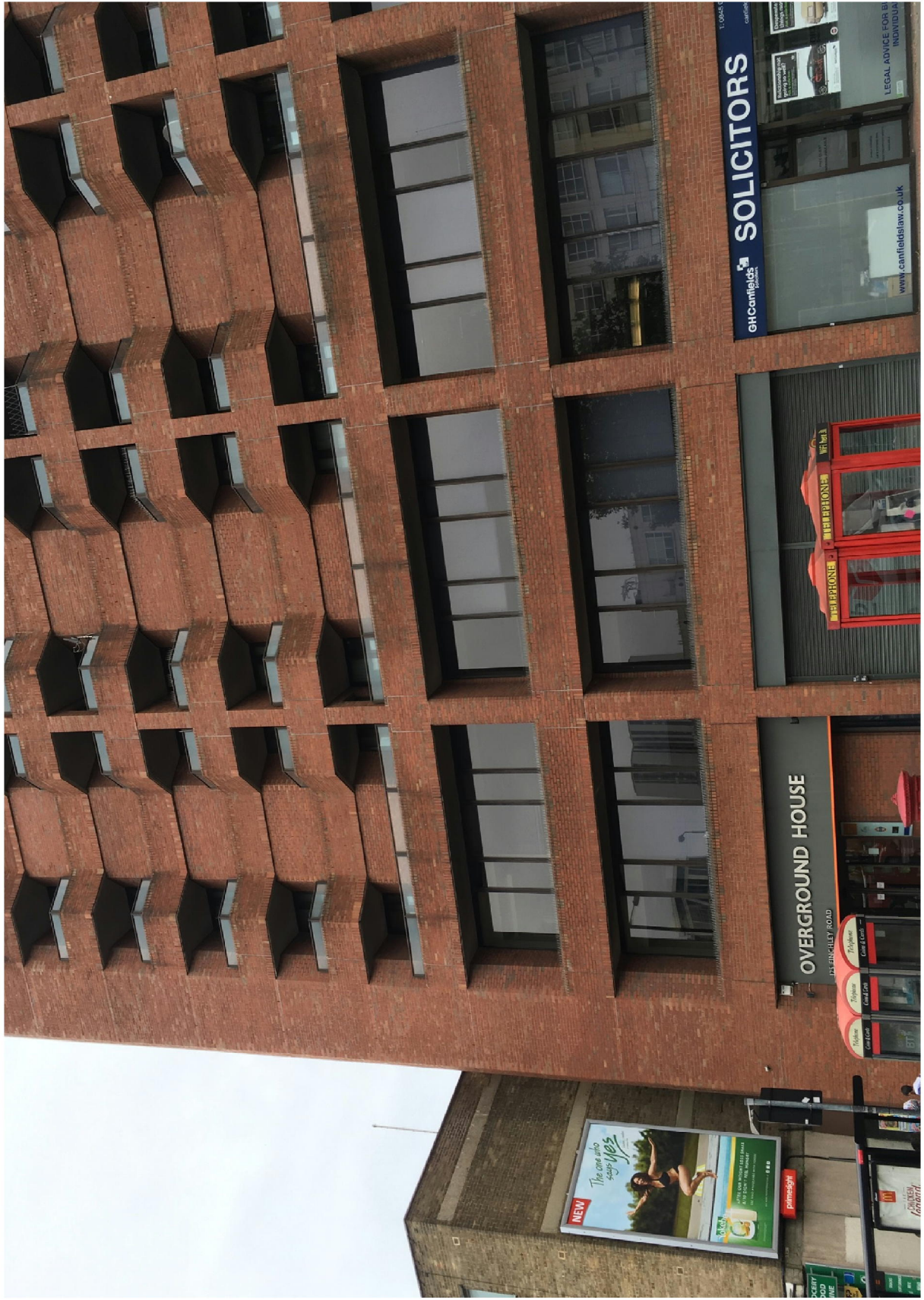
CRESTA HOUSE

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