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Sent: 02 June 2024 11:57
To: Planning
Subject: 353-359 Finchley Rd (JW3) 2024/0819/P

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For the attention of Planning Officer Alex Kresovic

Dear Sirs

This is an OBECTION to the above-referenced application for the installation of a frame on the exterior of the JW3 building on the Finchley Road.

The Applicant has the perfect right to display whatever artworks it pleases within its own premises, but who or what gives it authority to impose its own (doubtful) taste in art on the innocent residents of Hampstead, West Hampstead and South Hampstead?

When not in use for display, the vacant frame will be an ugly addition to the bland, but not unpleasing, side elevation of the tower block. Although the application is projected as a frame for artworks, it is, in reality, a platform for the advertising of JW3. A platform of monstrous proportions (26,400 x 14,200).

The junction of Finchley, Arkwright and Lymington Roads is very busy, and very dangerous. The last thing that motorists, cyclists and pedestrians need is the added distraction of an over-sized advertisement/artwork.

Camden is asked to reject the application.

Yours faithfully

Alan Mason