

Application No:	Consultees Name:	Received:	Comment:	Response:
2024/0819/P	Jennifer Moore	31/05/2024 14:47:14	OBJ	<p>I am an owner occupier of the apartment block next to JW3. My flat is on the fourth floor and looks directly over JW3, immediately facing the wall on which the above metal frame would be erected. I would find such an addition very intrusive and not something I want to look out on every day. My windows are floor to ceiling so no way of escaping the view.</p> <p>Also the adjacent Finchley Road is a very busy thoroughfare. Drivers have to pay particular notice of the 20mph speed restriction - I believe they should not have any distractions whilst trying to adhere to this very low speed limit.</p>
2024/0819/P	Veronica Hollender	31/05/2024 15:10:59	OBJ	<p>To attach a structure disconnected from the original design to the award winning JW3 building would be to its detriment. The building is the only architectural gem the length of Finchley Road. Furthermore the crossroads encompassing Finchley Road, Lymington Road and Arkwright Road and directly adjacent to the JW3 are already a danger to both pedestrians and cyclists. The absence of any cameras at this crossroads results in vehicles frequently travelling through red lights and despite a 'no-left turn' sign at the junction of Lymington and Finchley Road, cars regularly take an unlawful left turn at the top of Lymington Road potentially directly into the path of pedestrians crossing Finchley Road at the pelican crossing. A monster sized 'canvas' attached to JW3 will add a layer of distraction to motorists thus creating even greater danger for those lawfully crossing at the pelican crossing.</p>
2024/0819/P	Susan Caplan	31/05/2024 20:29:17	COMMNT	<p>I am a local resident and would like to ensure that the proposed usage will not include any sort of digital display now, nor at any future date.</p>
2024/0819/P	Neil Hyman	31/05/2024 13:25:26	COMMNT	<p>I am a local resident and have concerns about the location, size and future possible use of the proposed work.</p> <p>The proposed metal frame is the full size of the south facing facade of the building, 26.4m (h) x 14.2m (w), larger than the banners seen at central London museums, and any artwork hung there would dominate the visual landscape of the area, doesn't need to be so large, and could be of more modest dimensions appropriate to the residential nature of the area.</p> <p>In addition, as the metal frame is proposed to stay in place as a permanent feature there may inevitably be a temptation to use the location and/or structure in the future for commercial purposes (including to try and recoup some of the considerable initial financial expenditure mentioned in the application). For example, use as an advertising hoarding or a digital display are both fundamentally different proposals to the display of artwork and would be a nuisance to, and out of keeping with, the local area (with the latter in particular causing significant light pollution for local residents) and would not be appropriate permitted uses.</p>