

Application ref: 2024/0819/P  
Contact: Alex Kresovic  
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Date: 24 June 2024

**Development Management**  
Regeneration and Planning  
London Borough of Camden  
Town Hall  
Judd Street  
London  
WC1H 9JE

Phone: 020 7974 4444

[planning@camden.gov.uk](mailto:planning@camden.gov.uk)  
[www.camden.gov.uk/planning](http://www.camden.gov.uk/planning)

Katie Burse  
JW3  
341-351 Finchley Road  
London  
NW3 6ET  
United Kingdom

Dear Sir/Madam

## **DECISION**

Town and Country Planning Act 1990 (as amended)

### **Full Planning Permission Granted**

Address:  
**353-359 Finchley Road**  
**London**  
**NW3 6ET**

Proposal: Erection of permanent metal frame adjacent to tower for the display of temporary artwork.

Drawing Nos: JW3 Banner & Proposal prepared by Service Graphics, Landmark Artwork for JW3: Jewish London, R0171 dated 04.05.2013.

The Council has considered your application and decided to grant permission subject to the following condition(s):

Condition(s) and Reason(s):

- 1 The development hereby permitted must be begun not later than the end of three years from the date of this permission.

Reason: In order to comply with the provisions of Section 91 of the Town and Country Planning Act 1990 (as amended).

- 2 The development hereby permitted shall be carried out in accordance with the following approved plans: JW3 Banner & Proposal prepared by Service Graphics, Landmark Artwork for JW3: Jewish London, R0171 dated 04.05.2013.

Reason: For the avoidance of doubt and in the interest of proper planning.

- 3 Any such artwork attached to the permanent metal structure on the flank elevation (south elevation) shall not be illuminated.

Reason: To protect the amenity of the neighbouring occupiers and the public safety of commuters travelling northbound in accordance with the requirements of policies A1 and D4 of the London Borough of Camden Local Plan 2017.

- 4 Any such artwork attached to the permanent metal structure shall not be an advertisement in any way and should always have a direct correlation with the application site, that being the JW3.

Reason: To ensure the artwork has a direct correlation with the application site in accordance with the requirements of policy D1 of the London Borough of Camden Local Plan 2017 and Artworks, statues and memorials CPG 2019.

Informative(s):

- 1 Your proposals may be subject to control under the Building Regulations and/or the London Buildings Acts that cover aspects including fire and emergency escape, access and facilities for people with disabilities and sound insulation between dwellings. You are advised to consult the Council's Building Control Service, Camden Town Hall, Judd St, Kings Cross, London NW1 2QS (tel: 020-7974 6941).
- 2 This approval does not authorise the use of the public highway. Any requirement to use the public highway, such as for hoardings, temporary road closures and suspension of parking bays, will be subject to approval of relevant licence from the Council's Streetworks Authorisations & Compliance Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No 020 7974 4444). Licences and authorisations need to be sought in advance of proposed works. Where development is subject to a Construction Management Plan (through a requirement in a S106 agreement), no licence or authorisation will be granted until the Construction Management Plan is approved by the Council.
- 3 All works should be conducted in accordance with the Camden Minimum Requirements - a copy is available on the Council's website (search for 'Camden Minimum Requirements' at [www.camden.gov.uk](http://www.camden.gov.uk)) or contact the Council's Noise and Licensing Enforcement Team, 5 Pancras Square c/o Town Hall, Judd Street London WC1H 9JE (Tel. No. 020 7974 4444)

Noise from demolition and construction works is subject to control under the Control of Pollution Act 1974. You must carry out any building works that can be heard at the boundary of the site only between 08.00 and 18.00 hours Monday to Friday and 08.00 to 13.00 on Saturday and not at all on Sundays and Public Holidays. You must secure the approval of the Council's Noise and Licensing Enforcement Team prior to undertaking such activities outside these hours.

- 4 The display of an advertisement without consent is a criminal offence under Section 224(3) of the Town and Country Planning Act 1990. Under Section 225 of the Town and Country Planning Act, Section 10 of the London Local Authorities Act 1995 and Section 11 of the London Local Authorities Act 1995 the Council has powers to enter the land and remove the display. As such , the Council will commence prosecution to secure the removal of any such advertisement placed on the permanent structure attached to the south elevation flank wall.

In dealing with the application, the Council has sought to work with the applicant in a positive and proactive way in accordance with paragraph 38 of the National Planning Policy Framework 2023.

You can find advice about your rights of appeal at:

<https://www.gov.uk/appeal-planning-decision>.

If you submit an appeal against this decision you are now eligible to use the new [submission form](#) (Before you start - Appeal a planning decision - GOV.UK).

Yours faithfully



Daniel Pope  
Chief Planning Officer